DOCUMENT RESUME

ED 033 125 TE 001 553

By-Campbell, Laurence R.

Business Policies and Procedures of High School Newspapers.

Quill and Scroll Foundation, Iowa City, Iowa.

Pub Date 69

Note-218p.

EDRS Price MF-$1.00 HC-$11.00

Descriptors-Business Skills, Cocurricular Activities, Expenditures, *Faculty Advisors, Financial Needs, *Financial Policy, *Financial Problems, Financial Support, *Journalism, Money Management, *School Newspapers

The purpose of this inquiry was to identify the current business policies and procedures of high school newspapers in the United States and to determine whether such an appraisal could be used to achieve higher standards in both education and journalism. Most of the data was gathered in early 1968 by questionnaires sent to 548 public and 68 non-public schools listed in the state directories of Maine, Virginia, Ohio, Missouri, Texas, and California. The five areas studied were the newspaper's financial status, expenditures, circulation, advertising, and subsidies and other sources of revenue. Some conclusions made from the study were that (1) many high schools have not solved the problem of financing their newspapers through student support, subsidies, or advertising, (2) business management is frequently casual because few advisors have specific preparation in business procedures and the staff is more interested in editorial activities, and (3) schools which offer journalism courses and schools whose newspaper advisors have a minor in college journalism are more successful in business operations than those lacking such advantages. (LH)

ED033125

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

Business Policies and Procedures
of
High School Newspapers

By LAURENCE R. CAMPBELL

A QUILL AND SCROLL STUDY

1969

TE001553

FOREWORD

Quill and Scroll Studies undertook the study of the Business Policies and Procedures of High School Newspapers because financing the newspaper is one of the major problems student journalists and newspaper advisers face.

The chances for success on the business side of the school press are greater if:

1) The principal cares - cares enough to see that the staff can produce a newspaper at least every two weeks under circumstances that enable it to work efficiently.

2) The adviser is prepared - prepared not only by experience, but also by at least a minor of eighteen semester hours in college journalism.

3) The students are prepared by a curricular program in journalism in which they can participate for two consecutive years in the study of student publications and mass media.

Quill and Scroll Studies takes this opportunity to thank the advisers who participated. Similar studies should be undertaken from time to time, some of them specialized. There is a great need for a comparable study of business policies and procedures of high school yearbooks.

Student journalists are indebted deeply to friends of high school journalism - pioneer advisers, school press association founders, some of the schools of journalism. This study was made possible by the Quill and Scroll Foundation and its executive secretary, Lester G. Benz.

Summaries of this and other research reports of Quill and Scroll Studies are condensed for interested publications. The supply of the entire report is somewhat limited. If you receive a copy you don't wish to keep, please give it to a library or school press group.

Within time limits, the director is always happy to discuss this and other aspects of high school journalism. He regularly conducts undergraduate and graduate courses for advisers. He is available for school press groups and teaches at the High School Press Institute at Syracuse University.

Every high school student should be prepared for citizenship by learning to use mass media with discernment and discrimination. Working on a high school newspaper accomplishes this goal to some extent, but critical study in depth should encompass an appraisal of mass media in free societies.

Quill and Scroll Studies takes this opportunity to thank all who have cooperated in this and other studies.

Laurence R. Campbell, Director

Florida State University, 1969

TABLE OF CONTENTS

Page

FOREWORD ii

LIST OF TABLES v

Chapter

I. PURPOSE OF STUDY 1

II. FINANCIAL STATUS OF NEWSPAPERS 7

III. NEWSPAPER EXPENDITURES 35

IV. CIRCULATION 81

V. NEWSPAPER ADVERTISING 133

VI. SUBSIDIES AND OTHER REVENUE SOURCES 165

VII. CONCLUSIONS 185

Appendix

1. RELATED ASPECTS OF STUDENT JOURNALISM 187

2. QUESTIONNAIRE USED IN STUDY 199

LIST OF TABLES

Table | Page

1. Extent To Which Financing the Newspaper Is the Number One Problem of Advisers in Public and Non-Public High School (FFSHSN) 3

2. Financial Status of Quill and Scroll Entries, 1965; All, Public, Non-Public (FFSHSN) 8

3. Financial Status of Quill and Scroll Entries, 1966; All, Public, Non-Public (FFSHSN) 8

4. Financial Status of Quill and Scroll Entries, 1965; Gallup, First Class, Second Class (FFSHSN) . 8

5. Financial Status of Quill and Scroll Entries, 1966; Gallup, First Class, Second Class (FFSHSN) . 9

6. Financial Outcome of Newspaper 10

7. Newspaper Profit 11

8. Newspaper Deficits 13

9. Making Up the Deficit 14

10. Extent To Which Newspaper Staffs Estimate Income From Each Source at the Beginning of the School Year in Terms of Kinds of Schools, Number of Years of Instruction, and Extent of Enrollment 16

11. Extent To Which Newspaper Staffs Estimate Probable Expense for Each Type of Expenditure at the Beginning of the Year 17

12. Extent To Which Newspaper Staffs Sign a Contract with the Printer 18

13. Extent To Which Newspaper Staffs Make a Monthly Check To Determine the Relationship Between Estimated and Actual Expense and Estimated and Actual Income 20

14. Extent To Which Exact and Accurate Records of All Receipts and All Expenses Are Kept 22

Table Page

15. Extent To Which Newspaper Staffs Keep a Systematic File of Contracts, Letters, Receipts, Reports, and Similar Materials Which Concern Business Operations 24

16. Extent To Which Newspaper Staffs Submit Monthly Financial Reports 25

17. Extent To Which Newspaper Staffs Arrange for an Independent Audit of Books Twice in a School Year 27

18. Extent To Which Newspaper Staffs Check To See If Editorial Copy and Advertising Copy Reach the Printer After Agreed Deadlines 28

19. Extent To Which Newspaper Staffs Determine Which Staff Members Were Responsible for Extra Printing Costs--Such as Overset 30

20. Prompt Deposit of Money 32

21. Process of Printing Used by the Newspaper (FFSHSN) 35

22. Location of Printing Activities (FFSHSN) 36

23. Production Process 37

24. Newspaper's Width in Columns 38

25. Location of Printing Facilities 39

26. Frequency of Publication (FFSHSN) 40

27. Frequency of Publication by Weeks as Reported by Gallup and First Class Newspaper Advisers (FFSHSN) 41

28. Frequency of Publication 42

29. Extent To Which High School Newspaper Is Financed by Sources Other Than Circulation, Advertising, and Subsidies as Reported by Public and Non-Public High Schools (FFSHSN) 41

30. Extent To Which High School Newspaper Is Financed by Sources Other Than Circulation, Advertising, and Subsidies as Reported by Advisers of Gallup, First Class, and Second Class Newspapers (FFSHSN) 43

Table Page

31. Extent To Which Funds for Duplicating Are Needed 44

32. Extent To Which Revenue Is Needed for Offset Production 46

33. Extent To Which High School Newspapers Require Revenue for Letterpress Production 47

34. Photoengraving as a Production Cost 48

35. Photography as a Production Cost 49

36. Supplies as an Expense 51

37. Postage and Mailing as Expense 52

38. Editorial Promotion as Expense 53

39. Circulation Promotion as Expense 54

40. Advertising Promotion as Expense 56

41. Staff Awards as an Expense 57

42. Staff Banquet as Expense 58

43. Membership in State or Regional School Press Associations as a Source of Expense 59

44. Membership in NSPA as Expense 61

45. Membership in CSPA as Expense 62

46. Membership in the Catholic School Press Association as Expense 63

47. SIPA Membership as Expense 64

48. Other Memberships as Expense 65

49. Quill and Scroll Subscriptions 67

50. Scholastic Editor Subscriptions 68

51. School Press Review Subscriptions 69

52. Delegate Expense at State Conferences 70

Table Page

53. Delegate Expense at National Conferences 71

54. Summer School Press Institutes 73

55. Expenditures for Critical Services 74

56. Expenditures for Books for Staff Library 75

57. Expenditures for Typewriters and Repairs 76

58. Expenditures for Staff Projects or Surveys 78

59. Expenditures for Other Items or Services 79

60. Economic Status of Students 82

61. Circulation Revenue from the Sale of Single Copies 84

62. Circulation Revenue from the Sale of Subscriptions to Students 86

63. Circulation Revenue from the Sale of Subscriptions to Faculty 87

64. Circulation Revenue from the Sale of Subscriptions to Alumni 88

65. Circulation Revenue from the Sale of Subscriptions to Other Persons 90

66. Circulation Revenue from the Sale of Bound Copies 92

67. Extent to Which Students Receive Newspaper Free . 93

68. Free Copies to Alumni--Last Year's Staff 94

69. Free Copies to Alumni--Servicemen 95

70. Free Copies to Other Alumni 96

71. Free Copies to Academic and Non-Academic Employees 98

72. Free Copies to Members of the Board of Education . 99

73. Free Copies to Local Newspapers 100

Table Page

74. Free Copies to School Library 101

75. Free Copy to the Public Library 103

76. Semester Subscription Prices as Reported by Public and Non-Public High School Newspapers (FFSHSN) . . 102

77. Semester Subscription Prices as Reported by Gallup and First Class Newspapers (FFSHSN) 104

78. Student Subscriptions 105

79. Prices Charged for Single Copies of High School Newspaper as Reported by Public and Non-Public High School Advisers (FFSHSN) 106

80. Prices Charged for Single Copies of High School Newspaper as Reported by Gallup, First Class, and Second Class Newspapers (FFSHSN) 106

81. Price of Single Copies 107

82. Semester Subscriptions 108

83. Free Copies to Advertisers 110

84. Exchanges with Senior High Schools in the Same City 111

85. Exchanges with Junior High Schools in the Same City 112

86. Exchanges with Schools in the Same Athletic Conferences 114

87. Exchanges with Schools in Major Regions of U.S. . 115

88. Annual Revision of Exchange List 116

89. The Newspaper as Second Class Matter 117

90. Addresses Typewritten, Printed, or Mimeographed . 118

91. Inclusion of Zip Code in Exchange Addresses . . . 120

92. Permanent Newspaper File in School Library 121

Table Page

93. Permanent File Maintained by Staff 122

94. Performance of All Circulation Tasks by Staff . . 123

95. Promotion Through Talks or Skits 125

96. Promotion Through Posters and Notices 126

97. Promotion Through Letters 127

98. Promotion Through Contests 128

99. Circulation Contests between Rival Schools 129

100. Organizing and Training Newspaper Sales Force . . 131

101. Part I - Advertising Income 134

102. Part II - Advertising Income 135

103. Base Rate for Advertising Per Column Inch Per Issue Charged by Public and Non-Public High School Newspapers (FFSHSN) 136

104. Base Rate for Advertising Per Column Inch Per Issue Charged by Gallup, First Class, and Second Class Newspapers (FFSHSN) 137

105. Advertising Rate Per Column Inch 138

106. Extent To Which Newspapers Use Local Display Advertising 139

107. Extent To Which Newspapers Use National Display Advertising 141

108. Extent To Which Classified Advertising Is a Source of Revenue 142

109. Amount of Space Given to Advertising in Last Issue 144

110. Size of Advertisements 145

111. Source of Advertising Copy 146

112. Staffs Using Advertising Rate Cards 148

Table Page

113. Staffs Using Advertising Contracts 149

114. Staffs Using Collection Forms 150

115. Staffs Using Other Business Forms 151

116. Consumer Surveys 152

117. Competition with Yearbook Staff for Advertising . 153

118. Competition with Magazine Staff for Advertising . 155

119. Competition with Athletic Program Sponsors 156

120. Competition with Other Program Sponsors 157

121. Competition with Service Clubs for Advertising . . 158

122. Competition with Other Student Groups 159

123. Competition with Junior High Schools 161

124. Competition with Senior High Schools 162

125. Competition with Colleges and Universities 163

126. Extent To Which High School Newspapers Receive a Subsidy 166

127. Extent To Which High School Newspapers Receive Subsidies From Student Body Funds 167

128. Student Activity Cards as a Source of Revenue . . 169

129. Extent To Which High School Newspapers Receive Subsidy from Yearbook Funds 170

130. Extent To Which Advertising Income Is Received Through Sale of Programs of Athletic Events . . . 171

131. Extent To Which High School Newspapers Receive Income Through Advertising in Programs of Concerts, Plays, and Other Programs 172

132. Extent To Which High School Newspapers Receive Income from Advertising Through Calendars 173

Table Page

133. Extent To Which Newspapers Receive Income from the Sale of Advertising in Magazines or Anthologies . 175

134. Extent To Which Advertising in Student Directories Is a Source of Revenue 176

135. Photographs as a Source of Revenue for High School Newspapers 177

136. Sale of Food for Revenue 178

137. Soft Drinks as a Source of Income 179

138. Pay Assemblies as a Source of Revenue 180

139. Social Events as a Source of Revenue 182

140. Flowers, Balloons, or Novelties 183

141. Other Sources of Revenue 184

142. Major Problems of Newspaper Advisers 188

143. Semester Hours of College Journalism Completed by Advisers 189

144. State and Regional School Press Associations . . . 191

145. Staff Training 192

146. Number of Journalism Classes Offered 193

147. Economic Level of Staff Members 195

148. Number of Boys and Girls on the Staff 196

149. Number of Students on the Editorial Staff 197

150. Number of Students on Business Staff 198

CHAPTER I

PURPOSE OF STUDY

1. Introduction

If secondary education in the United States is to achieve its social goals, it must have the economic resources with which to make achievement possible. Either public or private funds must be found to finance needed programs, more specifically to employ teachers, construct schools, purchase equipment, buy supplies, and to meet all defensible costs to establish and maintain an intellectual and physical center for a community of teenage learners. To withhold essential support is to impair the investment in the future of American teenagers.

Secondary education today is a configuration of curricular and cocurricular activities guided by teachers who are--or should be--specifically qualified to perform the tasks assigned to them. Laymen as well as teachers and principals must be concerned as to whether the necessary means are provided with which to achieve results in required courses, elective courses, and the varied cocurricular activities. Bluntly stated, the term "means" often means "money."

The educational goals of student publications--whether entirely curricular, cocurricular, or extracurricular--cannot be achieved without the expenditure of money as well as time. Obviously, a high school newspaper cannot be published for nothing. Hence, it is desirable to determine to what extent funds should be provided so that the educational goals may be achieved.

While more than three hundred high school publications were founded by 1900, no formal study of the costs of production appears to have been made in the 19th Century. Doubtless early student journalists improvised methods to finance their newspapers, magazines, or yearbooks, often giving up after financial failure. In fact very little attention was given to high school publications until after World War I. Students and teachers published newspapers, hoping for support sufficient to meet the need.

The Business Department of School Publications, a 144-page book published by the Lombard Press in Iowa City in 1927 (and revised in 1932), was described by a bibliographer as "a thorough treatment of advertising, circulation, and business work on school publications." The authors were Harry S. Bunker, George H. Gallup, W. Harry Harper, and Charles H. Stout. In their preface to the 19-chapter book the authors say,

> When the problems of the business department are faced in a scientific and businesslike manner, they can be solved without much difficulty. And the solving of them in this way affords valuable training for those who take part in the task.

As the authors suggest also the difference in success and failure in business management may be the difference between success and failure in editorial performance.

In 1939 the author of The Teacher of Journalistic Activities in the American High School, doctoral dissertation, wrote thus on the costs of publishing:

> Costs of publishing newspapers in public high schools are by no means negligible. In 1922 Nixon pointed out that budgets for 192 schools in the North Central Association totaled $122,753.72 or an average of $951.58. In 1924 Learned found the average budget for 30 California rural newspapers--some of them mimeographed--was $78 a year. In 1928 Michaelson found that the average yearly budget for 22 North Dakota schools was $315. In 1931 Cooper found that 49 Virginia white accredited schools for the newspaper budget averaged $325.72.
>
> Coe's figures collected from 31 states in 1928 indicate that many budgets were higher, for the median cost of the weekly per issue was $44.35; of the bi-weekly was $51.76; of the monthly, $49.90.
>
> An examination of data gathered and published by Quill and Scroll since 1933 indicates that publishing costs have been rising. For example, a four-column weekly would have a budget close to $1,000 for 30 issues . . . .

The author of this study also cited data from other master's theses on high school journalism--Seyle, Breiseth, Tiedeman, Huff, and Nell.

Edward C. Redford, compiler of Bibliography of Secondary School Journalism, published in 1941, listed six articles on business problems, seven on advertising, and five on accounting. No comparable bibliography has been published since 1941, but financing has been a topic discussed at school press conferences and in school press magazines as well as current high school journalism textbooks.

Newspaper advisers in six southeastern states--Alabama, Florida, Georgia, Louisiana, Mississippi, and South Carolina--in 1966 identified financing the newspaper as one of their four major problems. More than one-fourth of the advisers of 186 newspapers reported deficits for the previous year. The summary of this study by this writer appears in the October-November issue of Quill and Scroll in 1966.

"Financially the newspapers are produced on austerity budgets." This comment was made by this writer and Robert Murphy in an unpublished study of Journalism Activities in Kentucky Public and Non-Public High Schools in 1966. Of the 114 newspaper advisers reporting, more than one-fourth stated that they relied on subsidies, some exceeding $400, to finance their newspapers.

Illinois publication advisers in 1968 faced fewer financial problems. At least one in eight faced financial problems, according to Carole Nart who summarized her findings on a survey of 192 newspaper advisers and 126 yearbook advisers. This report appeared in the Illinois High School Journalist of September, 1968.

Financing the newspaper is the number one problem of one newspaper adviser in three, according to "Five Factors in the Success of High School Newspaper." This study is based on responses from 415 schools in all sections of the United States. Quill and Scroll Studies mimeographed the report in 1968.

It is the number two problem of nearly one-fourth of them. Relatively few advisers undertake the publication of a newspaper without deep concern over the business policies and procedures of the staff.

TABLE 1.--Extent to Which Financing the Newspaper Is the Number One Problem of Advisers in Public and Non-Public High School (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
No. 1 problem	117	34	86	36	31	29
No. 2 problem	83	23	54	23	29	23
No. 3 problem	61	18	42	18	19	18
No. 4 problem	85	25	56	23	28	23

(Other tables from this study are identified by FFSHSN in parentheses.)

2. Purpose

The purpose of this inquiry is to determine what the current business policies and procedures of high school newspapers are in the United States. On the basis of the data presented herein, it may be appropriate to ask these questions:

1) Can newspapers in all high schools--public and non-public, big and small--be expected to support themselves?

2) Under what conditions can newspapers in some or all schools be expected to support themselves?

3) What changes in policies or procedures are desirable as a basis for achieving excellence in the service the newspaper performs?

Thus, it is also the purpose of this study to suggest that a new appraisal of business policies and procedures may be needed to enable the newspaper to achieve high standards both in education and journalism.

3. Methods

This inquiry of Quill and Scroll Studies is limited to the current business policies and procedures of high school newspapers. It does not concern itself with earlier policies or procedures. It does not encompass other student publications or related activities.

First, modest attention is given to data from other inquiries by Quill and Scroll Studies and to data from several other sources. No attempt is made to examine all reports of the 1960's. Nor is any attempt made to study these policies and problems as reported in earlier decades.

Second, new data were gathered early in 1968 by questionnaires sent to high schools listed in the state directories of Maine, Virginia, Ohio, Missouri, Texas, and California. Some data were gathered also from New York City schools, but not enough to present separately. Some data also were gathered from schools producing All-American newspapers.

The five main sections which follow this introduction deal with financing, expenditures, circulation, advertising, and other revenue sources. In each section data will be presented in tabular form supplemented by interpretative comments. In each instance some basis may be provided for comparing and contrasting the business problems and procedures in different situations. The appendix deals with related aspects of student journalism.

4. Scope

The data in this study were gathered from 616 high schools in the United States, 548 of which came from six states: Ohio, 173; California, 129; Maine, 17; Missouri, 59; Texas, 105; Virginia, 65. These were public schools. In addition data were gathered from 68 non-public schools--independent, 30; parochial, 21; military or other, 17. Of this total of 616, the coeducational schools totaled 579.

In terms of years of instruction offered, 293 were 4-year, 140 were 3-year senior, 65 were 3-year jr., 85 were 5-year or 6-year high schools, and 25 were different in their combinations.

In terms of enrollment, 81 had an enrollment of 299 or less; 77 from 300 to 749; 76 from 750 to 999; 66 from 1,000 to 1,499; 125 from 1,500 to 2,499; 146 from 2,500 to 3,999; and 22 of 4,000 or more.

In terms of the printing process used, 163 were duplicated, 258 were offset, and 157 were letterpress, and 38 did not report.

Frequency of publication was: once a week, 51; every two weeks, 203; every three weeks, 50; every four weeks, 176; other frequency, 107; and others not reporting.

The extent of instruction in journalism courses with credit was: no courses, 160; 1 semester only, 34; 1 year only, 132; 2 years, 135; more than 2 years, 99; and others not reporting.

The extent of background in college journalism courses taken by the advisers was: no hours, 203; 1 to 6 hours, 142;

7 to 12 hours, 70; 13 to 18 hours, 39; 19 or more hours, 137; others not reporting.

CHAPTER II

FINANCIAL STATUS OF NEWSPAPERS

While the high school newspaper staff may never write a formal statement of business policy, its procedures reveal the presence or absence of the actual policy. At the outset it should be reported that both the adviser and the staff generally are much more interested in the editorial activities than the business activities. Indeed the brunt of business operations may fall on a few students whose chief qualification is good intentions. Seldom has the adviser any significant preparation for the business responsibilities.

1. Financial Outcome

The high school newspaper is not a profit making enterprise, for it should use its financial resources fully to produce the best newspaper possible. On the other hand, it should avoid a deficit; at the same time, it is unwise to make an excessive profit. Accordingly efficient business management by amateurs--teenagers all of them--is imperative.

"It is disquieting to discover that approximately one-fourth of the entries in Quill and Scroll Critical Services in 1965 and 1966 made deficits," reports the author of "Five Factors in the Success of High School Newspaper." Nearly one-sixth reported deficits of more than $100. Note Tables 2 and 3. The report continues:

> While newspapers receiving Gallup awards enjoy a better financial status, more than one-sixth of them have deficits, according to Tables. Obviously the problem of financing the school newspaper demands serious attention in both public and non-public schools.
>
> Of the 186 newspapers in the southeastern study, 39 made a profit of less than $100 and 37 were more than $100, whereas 47 broke even. More than one-fourth had a deficit--25 or less than $100 and 23 or more than $100.

TABLE 2.--Financial Status of Quill and Scroll Entries, 1965; All, Public, Non-Public (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Made a profit of $100 or more	67	19	45	18	22	19
Made a profit under $100	60	16	42	12	18	16
Broke even	140	39	82	33	58	50
Made a deficit under $100	38	10	30	12	8	7
Made a deficit of $100 or more	57	16	48	20	9	8

TABLE 3.--Financial Status of Quill and Scroll Entries, 1966; All, Public, Non-Public (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Made a profit of $100 or more	80	21	59	23	21	18
Made a profit under $100	77	20	49	19	28	23
Broke even	130	34	79	30	51	43
Made a deficit under $100	38	10	28	11	10	8
Made a deficit of $100 or more	56	15	46	17	10	8

TABLE 4.--Financial Status of Quill and Scroll Entries, 1965; Gallup, First Class, Second Class (FFSHSN)

	Gallup		First Class		Second Class	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Made a profit of $100 or more	14	30	26	19	13	18
Made a profit under $100	8	17	23	17	13	18
Broke even	16	35	56	40	27	38
Made a deficit under $100	3	7	15	11	5	7
Made a deficit of $100 or more	5	11	18	13	14	9

TABLE 5.--Financial Status of Quill and Scroll Entries, 1966; Gallup, First Class, Second Class (FFSHSN)

	Gallup		First Class		Second Class	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Made a profit of $100 or more	12	26	33	23	13	18
Made a profit under $100	9	19	28	20	13	18
Broke even	17	36	53	37	27	38
Made a deficit under $100	5	11	12	9	5	7
Made a deficit of $100 or more	4	8	16	11	14	19

It is equally disheartening to discover in this new study that 25 per cent of the public and coeducational newspapers and 37 per cent of the independent newspapers made deficits. While 29 per cent of the public and coeducational newspapers made a profit and 34 per cent broke even, it is puzzling to note that 12 per cent were unable to define their financial status. Faced with much smaller financial demands, duplicated newspapers are not so likely to make a deficit. As opportunities for journalism instruction increase, the prospects of deficits decrease. It also is surprising to report that 24 per cent of the All American newspapers made deficits, perhaps an indication that these ratings are based on editorial aspects of newspaper publishing. (See Table 6.)

2. Newspaper Profit

Since 60 per cent of the public, independent, and coeducational newspapers make no profit and 20 per cent make a profit under $100, it is obvious that staff members are not confronted ~~with problems~~ of high finance, as this table indicates. It should be apparent that nearly all of the newspapers attempt to emerge without a deficit yet without much left over. (See Table 7.)

3. Newspaper Deficits

Two-thirds of the public and coeducational high school staffs and three-fourths of the parochial staffs report no deficit, according to this study. About 16 per cent have

TABLE 6.--Financial Outcome of Newspaper

Kind of School	No. of Cases	Made a Profit	Broke Even	Made a Deficit	No Answer
Public	548	29	34	25	12
Independent	30	24	23	37	16
Parochial	21	34	33	19	14
Coed.	579	29	34	25	12
4-year	293	27	39	25	9
3-year sr.	140	30	34	32	4
3-year jr.	65	34	23	15	28
5 or 6-year	85	28	27	26	19
Other	25	24	40	16	20
Students					
000-299	81	25	33	17	25
300-499	77	36	26	21	17
500-749	76	29	26	29	16
750-999	62	32	31	21	16
1000-1499	125	32	37	24	7
1500-2499	145	22	39	33	6
4000-more*	22	9	64	23	4
Duplicated	163	39	27	12	22
Offset	258	26	39	29	6
Letterpress	157	21	36	33	16
Weekly	51	23	43	16	18
Bi-Weekly	203	29	35	29	7
Tri-Weekly	50	28	36	30	6
Monthly	176	27	35	23	15
Other	107	31	28	28	13
No years	160	36	26	22	16
1 semester	34	35	35	24	6
1 year	132	23	42	20	15
2 years	135	24	35	33	8
2+ years	99	21	43	34	2
None	203	35	28	24	13
1-6	142	22	40	26	12
7-12	70	33	31	23	13
13-18	39	31	38	23	8
19-more	137	23	42	31	4
All-American	49	39	37	24	0
Ohio	173	38	30	18	14
Calif.	129	12	44	31	13
Maine	17	59	12	12	17
Mo.	59	15	36	30	17
Texas	105	31	34	24	11
Va.	69	29	29	30	12

*Data insufficient to tabulate for comparison.

TABLE 7.--Newspaper Profit

	No. of Cases	Non-Existent	Under $100	$100-249	$250-399	$400 or More	No Answer
Public	548	60	20	9	3	1	7
Independent	30	60	20	7	3	-	-
Parochial	21	67	5	9	-	14	5
Coed.	579	60	19	9	3	1	8
4-year	293	64	20	6	2	2	6
3-year sr.	140	64	11	14	6	3	2
3-year jr.	65	46	28	8	-	-	18
5 or 6-year	85	53	22	10	1	1	13
Other	25	60	20	8	-	-	12
Students							
000-299	81	57	23	4	-	-	16
300-499	77	51	32	4	1	3	9
500-749	76	58	17	16	-	1	8
750-999	62	31	18	13	5	2	11
1000-1499	125	59	17	11	6	2	5
1500-2499	145	69	15	7	2	2	5
2500-3999	22	86	4	-	5	5	-
Duplicated	163	47	33	8	-	12	-
Offset	258	66	12	12	5	2	3
Letterpress	157	68	17	4	1	3	7
Weekly	51	61	19	6	6	-	8
Bi-Weekly	203	62	18	9	4	2	5
Tri-Weekly	50	64	20	8	4	2	2
Monthly	176	62	17	9	1	2	9
Other	107	56	25	9	1	3	6
No years	160	52	26	10	2	2	8
1 semester	34	53	20	15	3	-	9
1 year	132	64	16	6	5	2	7
2 years	135	67	16	8	2	3	4
2+ years	99	73	14	8	2	1	2
None	203	55	24	10	3	1	7
1-6	142	65	20	6	1	-	8
7-12	70	60	21	7	3	3	6
13-18	39	72	13	8	7	-	-
19-more	137	64	14	10	3	5	4
All-American	49	55	15	12	8	10	-
Ohio	173	53	22	14	4	1	6
Calif.	129	74	11	2	1	1	11
Maine	17	35	53	12	-	-	17
Mo.	59	75	10	3	-	-	9
Texas	105	53	28	9	-	1	9
Va.	69	55	20	7	6	2	10

deficits of more than $100, but 10 per cent of these had deficits of $400 or more. Such an outcome may indicate careless planning--or no planning. Note too that 10 per cent were unable to answer the question. Weeklies have fewer deficits than other newspapers, but 12 per cent of the All Americans made a deficit of $400 or more. (See Table 8.)

4. Making Up Deficit

School funds are the chief source of money for making up deficits, according to this study, but 10 per cent used student body funds. (See Table 9.)

5. Estimates of Income

Does the newspaper staff estimate probable income from each source at the beginning of the school year?

The data presented in Table 10 justify these observations:

1) There is little difference between public and nonpublic schools, but the independent schools have a slightly better record in this respect than do parochial schools.

2) The 4-year and 3-year senior high schools have a better record than the other schools, including 3-year junior high schools.

3) The schools with an enrollment of 1,000 or more students are more likely to make such estimates than other schools, especially those with an enrollment under 500.

4) The staffs of letterpress and offset newspapers necessarily find it desirable to estimate probable income because their costs of printing are so much greater than those of staffs of duplicated newspapers.

5) The staffs of newspapers published every two weeks have a better record than other staffs, particularly of newspapers published monthly or less often.

TABLE 8.--Newspaper Deficits

Kind of School	No. of Cases	Non-existent	Under $100	$100-249	$250-399	$400 or more	No Answer
Public	548	6	8	4	2	10	10
Independent	30	53	23	7	-	10	7
Parochial	21	76	5	5	5	4	5
Coed.	579	66	8	4	2	10	10
4-year	293	68	8	4	2	10	8
3-year sr.	140	63	9	5	4	15	4
3-year jr.	65	63	9	-	-	5	23
5 or 6-year	85	62	13	6	2	4	13
Other	25	72	8	8	-	-	12
Students							
000-299	81	67	12	1	-	1	19
300-499	68	9	8	1	4	-	10
500-749	66	10	4	3	9	-	8
750-999	62	72	13	2	-	5	8
1000-1499	125	67	5	5	4	10	9
1500-2499	145	59	6	6	3	19	7
2500-3999	22	68	14	-	-	9	9
Duplicated	163	74	9	1	-	1	15
Offset	258	66	7	6	3	11	7
Letterpress	157	59	12	5	2	16	6
Weekly	51	74	6	2	4	4	10
Bi-Weekly	203	62	8	5	2	15	8
Tri-Weekly	50	68	8	4	4	12	4
Monthly	176	69	8	3	2	7	11
Other	107	64	14	7	-	7	8
No years	160	68	11	3	1	6	11
1 semester	34	64	9	3	-	12	12
1 year	132	74	6	8	2	5	5
2 years	135	61	9	6	2	15	7
2+ years	99	60	8	2	5	18	7
None	203	68	11	5	-	6	10
1-6	142	66	12	3	1	10	8
7-12	70	66	7	4	4	10	9
13-18	39	79	8	3	2	8	-
19-more	137	62	4	7	5	15	7
All-American	49	74	10	2	-	12	2
Ohio	173	74	9	6	1	3	7
Calif.	129	56	7	4	4	16	13
Maine	17	88	-	-	6	6	17
Mo.	59	54	10	3	4	14	15
Texas	105	65	9	2	3	8	13
Va.	69	64	11	9	-	9	7

TABLE 9.--Making Up the Deficit

Kind of School	No. of Cases	Study Body Subsidy	Schools System Subsidy	Yearbook Subsidy	Other Source	No Answer
Public	548	10	14	3	8	65
Independent	30	10	24	-	13	53
Parochial	21	-	5	5	9	81
Coed.	579	10	14	3	8	65
4-year	293	10	13	3	7	67
3-year sr.	140	13	16	4	9	58
3-year jr.	65	12	12	2	6	68
5 or 6-year	85	4	15	4	9	68
Other	25	-	16	-	8	76
Students						
000-299	81	4	13	1	6	76
300-499	77	3	13	1	8	75
500-749	76	4	20	5	5	66
750-999	62	3	16	5	11	65
1000-1499	165	11	12	3	9	65
1500-2499	145	18	13	3	10	56
2500-3999	22	14	18	5	4	59
Duplicated	163	4	10	1	3	82
Offset	258	11	16	3	9	61
Letterpress	157	11	17	6	12	54
Weekly	51	8	4	2	8	78
Bi-Weekly	203	13	18	3	6	60
Tri-Weekly	50	10	14	4	8	64
Monthly	176	9	14	3	7	67
Other	107	5	13	4	15	63
No years	160	4	12	3	10	71
1 semester	34	17	9	3	9	62
1 year	132	9	14	3	6	68
2 years	135	7	24	4	9	56
2+ years	99	23	11	2	8	56
None	203	6	13	1	8	72
1-6	142	11	12	4	9	64
7-12	70	16	16	4	4	60
13-18	39	10	18	5	10	57
19-more	137	10	18	4	10	58
All-American	49	2	14	2	10	72
Ohio	173	3	12	4	10	71
Calif.	129	29	9	1	7	54
Maine	17	6	-	-	-	94
Mo.	59	9	29	5	3	54
Texas	105	4	18	5	4	69
Va.	69	1	15	2	17	65

6) It is significant that as the number of years of journalism instruction with credit increases, the interest in making estimates of probable income increases.

7) Similarly as the professional preparation of the adviser increases in terms of college credit in journalism the interest in estimating probable income increases.

8) It is significant too that All-American newspaper staffs are more likely to make such estimates than other staffs.

9) The wide differences between the six states doubtless are based on the factors already noted--differences in size of school, kind of printing, preparation of advisers--to mention a few.

6. Estimates of Expense

To what extent do newspaper staffs estimate the probable expenses for each type of expenditure at the beginning of the school year?

Newspaper staffs appear to be more likely to estimate probable expenditures than probable income. Comparison of data in Table 11 and in the preceding section suggest such a conclusion. In general the conclusions advanced in the preceding section apply in this section.

7. Contracts

Does the newspaper staff sign a contract with the printing firm which prints the newspaper?

Many high school newspaper staffs simply have an oral understanding with the printer. Others sign a contract in which the specifications of the newspaper, the conditions under which it will be printed, and the charges for printing services are stated. The contract is a legal form binding on both parties--a document to which all concerned may refer when there is any doubt about the arrangements. It probably is more common among yearbook staffs than newspaper staffs.

On the basis of the data in Table 12 these comments may be warranted:

TABLE 10.--Extent To Which Newspaper Staffs Estimate Income From Each Source at the Beginning of the School Year in Terms of Kinds of Schools, Number of Years of Instruction, and Extent of Enrollment

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	68	28	4
Independent	30	67	33	30
Parochial	21	62	29	9
Coed.	579	68	28	4
4-year	293	71	27	2
3-year sr.	140	82	16	2
3-year jr.	65	41	48	11
5 or 6-year	85	58	35	7
Other	25	56	44	-
Students				
000-299	81	52	41	27
300-499	77	45	51	4
500-749	76	70	24	6
750-999	62	64	29	7
1000-1499	125	75	22	3
1500-2499	145	79	19	2
2500-3999	22	82	18	-
Duplicated	163	44	51	5
Offset	258	76	22	2
Letterpress	157	80	17	3
Weekly	51	69	27	4
Bi-Weekly	203	76	22	2
Tri-Weekly	50	70	28	2
Monthly	176	67	30	3
Other	107	53	39	8
No years	160	63	31	6
1 semester	34	68	29	3
1 year	132	70	27	3
2 years	135	73	24	3
2+ years	99	78	22	-
None	203	58	38	4
1-6	142	65	31	4
7-12	70	74	23	3
13-18	39	72	23	5
19-more	137	82	16	2
All-American	49	84	16	-
Ohio	173	65	26	9
Calif.	129	70	29	1
Maine	17	35	65	-
Mo.	59	56	42	2
Texas	105	65	30	5
Va.	69	83	14	3

TABLE 11.--Extent To Which Newspaper Staffs Estimate Probable Expense for Each Type of Expenditure at the Beginning of the Year

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	69	27	4
Independent	30	70	30	-
Parochial	21	52	38	10
Coed.	579	68	28	4
4-year	293	70	27	3
3-year sr.	140	81	17	2
3-year jr.	65	54	37	9
5 or 6-year	85	52	41	7
Other	25	64	36	-
Students				
000-299	81	53	40	7
300-499	77	51	43	6
500-749	76	63	30	7
750-999	62	69	26	5
1000-1499	125	75	22	3
1500-2499	145	78	20	2
2500-3999	22	77	23	-
Duplicated	163	47	47	6
Offset	258	76	21	3
Letterpress	157	76	21	3
Weekly	51	74	22	4
Bi-Weekly	203	71	26	3
Tri-Weekly	50	68	28	4
Monthly	176	67	30	3
Other	107	61	32	7
No years	160	66	27	7
1 semester	34	68	29	3
1 year	132	66	31	3
2 years	135	72	26	2
2+ years	99	78	22	-
None	203	63	34	3
1-6	142	60	35	5
7-12	70	83	17	-
13-18	39	72	23	5
19-more	137	78	20	2
All-American	49	80	20	-
Ohio	173	63	47	10
Calif.	129	70	29	1
Maine	17	59	41	-
Mo.	59	58	42	-
Texas	105	66	28	6
Va.	69	80	16	4

TABLE 12.--Extent To Which Newspaper Staffs Sign a Contract with the Printer

Kind of School	No. of Cases	Yes	No.	No Answer
Public	548	24	71	5
Independent	30	17	80	3
Parochial	21	10	76	14
Coed.	579	23	71	6
4-year	293	25	70	5
3-year sr.	140	29	67	4
3-year jr.	65	6	83	11
5 or 6-year	85	20	72	3
Other	25	12	84	4
Students				
000-299	81	9	85	7
300-499	77	7	84	11
500-749	76	17	74	9
750-999	62	15	77	8
1000-1499	125	30	68	2
1500-2499	145	38	58	4
2500-3999	22	41	59	-
Duplicated	163	1	91	8
Offset	258	32	65	3
Letterpress	137	31	64	5
Weekly	51	25	69	6
Bi-Weekly	203	25	69	6
Tri-Weekly	50	26	68	6
Monthly	176	23	73	4
Other	107	18	77	5
No years	160	14	80	6
1 semester	34	26	62	12
1 year	132	20	72	8
2 years	135	27	70	3
2+ years	99	35	62	3
None	203	15	80	5
1-6	142	21	71	8
7-12	70	33	60	7
13-18	39	26	69	5
19-more	137	31	66	3
All-American	49	31	61	8
Ohio	173	13	78	9
Calif.	129	29	67	4
Maine	17	-	94	6
Mo.	59	25	71	4
Texas	105	23	69	8
Va.	69	33	65	2

1) Newspapers printed or duplicated in the school plant probably have no occasion to sign contracts, but some form of written statement should outline conditions of publication.

2) The newspaper staff in about one public high school in four signs a contract with printer whereas fewer non-public schools make such a provision.

3) The newspaper staffs of 4-year and 3-year senior high schools are more likely to sign a contract than are other high schools, particularly junior high schools.

4) Newspaper staffs in schools with an enrollment of 1500 or more also are more likely to sign contracts.

Probably there is a difference of opinion among newspaper advisers as to the need for a contract. At the same time it does appear to be more business-like to make such an arrangement than not to do so.

8. Monthly Estimates

To what extent does the newspaper staff make a monthly check to determine the relationship between estimated and actual expense and estimated and actual income? On the basis of data presented in Table 13 these comments may be warranted:

1) Slightly more than one-half of the public schools make the financial analysis suggested. Independent non-public schools have a better record, but parochial schools are slightly behind public schools in this policy.

2) The 3-year senior high schools have the best record and the 3-year junior high schools the poorest record.

3) The schools with an enrollment between 1500 and 4000 have better records than other schools in this respect.

4) The schools with two years or more of journalism credit have better records than other schools.

5) Schools with newspaper advisers with more than six hours of journalism credit make a better record than other schools.

TABLE 13.--Extent To Which Newspaper Staffs Make a Monthly Check To Determine the Relationship Between Estimated and Actual Expense and Estimated and Actual Income

Kind of School	No. of Cases	Yes	No.	No Answer
Public	548	45	51	4
Independent	30	34	63	3
Parochial	21	47	48	5
Coed.	579	44	52	4
4-year	293	45	53	2
3-year sr.	140	56	40	4
3-year jr.	65	25	66	9
5 or 6-year	85	38	55	7
Other	25	48	52	-
Students				
000-299	81	25	68	7
300-499	77	23	71	6
500-749	76	44	55	1
750-999	62	40	55	5
1000-1499	125	55	42	3
1500-2499	145	60	37	3
2500-3999	22	41	50	9
Duplicated	163	18	78	4
Offset	258	52	45	3
Letterpress	157	59	3!	4
Weekly	51	33	63	4
Bi-Weekly	203	49	47	4
Tri-Weekly	50	50	48	2
Monthly	176	43	53	4
Other	107	38	58	4
No years	160	35	61	4
1 semester	34	50	41	9
1 year	132	41	56	3
2 years	135	52	44	4
2+ years	99	58	40	2
None	203	38	58	4
1-6	142	40	56	4
7-12	70	54	42	4
13-18	39	46	49	5
19-more	137	55	41	4
All-American	49	65	31	4
Ohio	173	43	50	7
Calif.	129	42	56	1
Maine	17	12	88	-
Mo.	59	27	71	2
Texas	105	45	46	9
Va.	69	59	39	2

6) It is significant that staffs of All-American newspaper staffs are very particular in their bookkeeping.

7) The six states vary considerably, probably for a combination of some of foregoing factors.

9. Financial Records

To what extent do newspaper staffs keep exact and accurate records of all receipts and all expenses down to the last penny?

On the basis of the data presented, these comments appear to be warranted:

1) Public schools are more particular about maintaining financial records than nonpublic schools.

2) The 3-year senior high schools have a considerably better record in this respect than do other schools.

3) The schools with more than 750-enrollment have a better record than do most other schools.

4) The schools with printed newspapers have a better record than do the duplicated newspapers.

5) The frequency of publication seems to have little relationship with financial records.

6) The schools in which the advisers have some professional preparation in journalism beyond 6 semester hours of credit have a better record, but the All-American newspapers have the best record.

10. Financial Files

To what extent do newspaper staffs keep a systematic file of contracts, letters, receipts, reports, and similar materials that concern business operations? (See Table 15.)

On the basis of data presented herein, these comments appear to be warranted:

TABLE 14.--Extent To Which Exact and Accurate Records of All Receipts and All Expenses Are Kept

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	70	28	2
Independent	30	57	40	3
Parochial	21	62	33	5
Coed.	579	69	29	2
4-year	293	67	32	1
3-year sr.	140	81	19	-
3-year jr.	65	63	32	5
5 or 6-year	85	59	33	8
Other	25	72	24	4
Students				
000-299	81	57	34	9
300-499	77	53	44	3
500-749	76	59	38	3
750-999	62	79	18	3
1000-1499	125	71	29	-
1500-2499	145	80	19	1
2500-3999	22	59	41	-
Duplicated	163	56	40	4
Offset	258	73	26	1
Letterpress	157	78	21	1
Weekly	51	61	37	2
Bi-Weekly	203	73	26	1
Tri-Weekly	50	70	28	2
Monthly	176	69	28	3
Other	107	67	31	2
No years	160	68	29	3
1 semester	34	85	15	-
1 year	132	69	28	3
2 years	135	66	32	2
2+ years	99	74	26	-
None	203	67	31	2
1-6	142	65	31	4
7-12	70	80	20	-
13-18	39	77	21	2
19-more	137	71	28	1
All-American	49	82	16	2
Ohio	173	68	28	4
Calif.	129	64	35	1
Maine	17	59	41	-
Mo.	59	52	46	2
Texas	105	68	27	5
Va.	69	83	14	3

1) Public school newspaper staffs are much more insistent on keeping systematic files than non-public schools.

2) The 3-year senior high schools have a better record in this respect than do other schools, the junior high schools having the poorest record.

3) The schools with 750 students or more have a much better record than do schools with a smaller enrollment.

4) Printed newspapers have a better record than duplicated newspapers.

5) Staffs of newspapers published every week or every two weeks have a better record than other schools.

6) Staffs of newspapers in schools which offer two years or more of journalism with credit are more particular than those in other schools.

7) Staffs whose newspaper advisers have 12 or more semester hours of journalism are more particular about maintaining systematic files than other staffs, but All-American staffs have the best record of all.

8) Virginia newspaper staffs appear to put more emphasis on maintaining systematic files than those in other states.

11. Financial Report

To what extent do newspaper staffs submit financial reports each month to the editorial board or comparable official body? (See Table 16.)

On the basis of data presented herein these comments appear to be warranted:

1) Relatively few newspaper staffs appear to have con-considered the need for a monthly business report.

2) Staffs of All-American newspapers have the best record, but only 27 per cent of them regularly prepare monthly financial statements.

TABLE 15.--Extent To Which Newspaper Staffs Keep a Systematic File of Contracts, Letters, Receipts, Reports, and Similar Materials Which Concern Business Operations

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	70	28	2
Independent	30	43	50	7
Parochial	21	52	43	5
Coed.	579	68	29	3
4-year	293	66	32	2
3-year sr.	140	84	16	-
3-year jr.	65	52	38	10
5 or 6-year	85	60	34	5
Other	25	60	32	8
Students				
000-299	81	48	43	9
300-499	77	38	58	4
500-749	76	62	36	2
750-999	62	71	26	3
1000-1499	125	76	22	2
1500-2499	145	86	13	1
2500-3999	22	82	14	4
Duplicated	163	47	49	4
Offset	258	75	23	2
Letterpress	157	81	17	2
Weekly	51	71	27	2
Bi-Weekly	203	76	22	2
Tri-Weekly	50	66	28	6
Monthly	176	66	30	4
Other	107	55	43	2
No years	160	61	35	4
1 semester	34	74	23	3
1 year	132	61	36	3
2 years	135	79	18	3
2+ years	99	80	20	-
None	203	57	40	3
1-6	142	68	27	5
7-12	70	74	24	2
13-18	39	79	15	6
19-more	137	79	20	1
All-American	49	92	8	-
Ohio	62	31	7	-
Calif.	69	30	1	-
Maine	41	59	-	-
Mo.	58	42	-	-
Texas	64	29	7	-
Va.	79	17	4	-

TABLE 16.--Extent To Which Newspaper Staffs Submit Monthly Financial Reports

Kind of School	No. of Cases	Yes	No	No Answer
Public	14	82	4	-
Independent	7	90	3	-
Parochial	5	95	-	-
Coed.	14	83	3	-
4-year	293	12	85	3
3-year sr.	140	18	80	2
3-year jr.	65	14	78	8
5 or 6-year	85	12	83	5
Other	25	8	92	-
Students				
000-299	81	10	85	5
300-499	77	3	95	2
500-749	76	16	82	2
750-999	62	11	85	4
1000-1499	125	10	87	3
1500-2499	145	23	72	5
2500-3999	22	23	73	4
Duplicated	163	10	87	3
Offset	258	15	84	1
Letterpress	157	15	81	4
Weekly	51	6	92	2
Bi-Weekly	203	17	79	4
Tri-Weekly	50	18	76	6
Monthly	176	10	87	3
Other	107	12	86	2
No years	160	10	88	2
1 semester	34	18	76	6
1 year	132	9	85	6
2 years	135	15	82	3
2+ years	99	19	80	1
None	203	13	85	2
1-6	142	12	83	5
7-12	70	17	80	3
13-18	39	15	85	-
19-more	137	14	83	3
All-American	49	27	71	2
Ohio	173	12	84	4
Calif.	129	14	81	5
Maine	17	6	94	-
Mo.	59	14	86	-
Texas	105	6	86	8
Va.	69	16	83	1

12. Independent Audit

To what extent do newspaper staffs arrange for an independent audit of books twice during the school year. (See Table 17.)

On the basis of data presented herein these comments appear to be warranted:

1) Relatively few newspaper staffs arrange for an independent audit of their books twice a year. One public school staff in six or seven has such a policy, but only one parochial school in twenty considers the policy necessary.

2) As the newspaper adviser's professional preparation increases, the prospect for such an audit increases.

3) All-American newspaper staffs have the best record.

4) Virginia newspaper staffs have the best record and Maine newspaper staffs the poorest record of the six states.

13. Deadlines

To what extent do newspaper staffs check to see if editorial and advertising copy reach the printer after agreed deadlines? (See Table 18.)

On the basis of data presented herein these comments appear to be warranted:

1) Public schools and independent non-public schools are more likely to provide the suggested follow-up than are parochial schools.

2) The 3-year senior high schools have the best record in this respect; the 3-year junior high schools, the poorest.

3) As schools increase in enrollment, they are more likely to provide for the suggested follow-up.

4) Newspaper staffs of letterpress newspapers stress follow-up on deadlines much more than those of offset

TABLE 17.--Extent To Which Newspaper Staffs Arrange for an Independent Audit of Books Twice in a School Year

Kind of School	No. of Cases	Yes	No.	No Answer
Public	548	15	78	7
Independent	30	10	87	3
Parochial	21	5	90	5
Coed.	579	15	78	7
4-year	293	14	80	6
3-year sr.	140	22	73	5
3-year jr.	65	11	77	12
5 or 6-year	85	9	82	9
Other	25	12	88	-
Students				
000-299	81	6	89	5
300-499	77	3	88	9
500-749	76	17	79	4
750-999	62	16	79	5
1000-1499	125	18	78	4
1500-2499	145	21	69	10
2500-3999	22	4	82	14
Duplicated	163	5	90	5
Offset	258	19	76	5
Letterpress	157	18	75	7
Weekly	51	8	86	6
Bi-Weekly	203	22	73	5
Tri-Weekly	50	12	76	12
Monthly	176	10	85	5
Other	107	12	80	8
No years	160	10	85	5
1 semester	34	26	68	6
6 year	132	15	77	8
2 years	135	17	76	7
2+ years	99	17	81	2
None	203	11	84	5
1-6	142	15	77	8
7-12	70	14	83	3
13-18	39	18	77	5
19-more	137	20	72	8
All-American	49	22	74	4
Ohio	173	12	78	10
Calif.	129	15	80	5
Maine	17	6	94	-
Mo.	59	9	88	3
Texas	105	14	77	9
Va.	69	19	75	6

TABLE 18.--Extent To Which Newspaper Staffs Check To See If Editorial Copy and Advertising Copy Reach the Printer After Agreed Deadlines

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	57	37	6
Independent	30	57	37	6
Parochial	21	48	52	-
Coed.	579	56	37	7
4-year	293	57	37	6
3-year sr.	140	77	20	3
3-year jr.	65	22	66	12
5 or 6-year	85	47	40	13
Other	25	52	48	-
Students				
000-299	81	31	62	7
300-499	77	42	52	6
500-749	76	44	47	9
750-999	62	53	40	7
1000-1499	125	70	26	4
1500-2499	145	74	20	6
2500-3999	22	55	36	9
Duplicated	163	17	73	11
Offset	258	65	29	6
Letterpress	157	84	15	1
Weekly	51	59	35	6
Bi-Weekly	203	65	29	6
Tri-Weekly	50	58	30	12
Monthly	176	51	44	5
Other	107	48	47	5
No years	160	47	45	8
1 semester	34	65	23	12
1 year	132	55	39	6
2 years	135	63	34	3
2+ years	99	72	23	5
None	203	49	44	7
1-6	142	52	42	6
7-12	70	60	34	6
13-18	39	64	31	5
19-more	137	72	23	5
All-American	49	82	16	2
Ohio	173	45	43	12
Calif.	129	61	33	6
Maine	17	23	65	12
Mo.	59	39	57	4
Texas	105	59	35	6
Va.	69	75	22	3

newspapers, but only about one staff in six of duplicated newspapers takes this step.

5) The frequency of publication seems not to be too significant, but staffs of newspapers published every week or every two weeks are more likely to check on the meeting of deadlines.

6) Newspaper staffs that benefit by instruction in journalism with credit are much more insistent on the suggested practice than those without instruction.

7) As the professional preparation of newspaper advisers increases the emphasis on checking deadlines increases.

8) Staffs of All-American newspapers are most likely to emphasize the suggested follow-up.

9) Staffs in Virginia schools give the most emphasis and those in Maine give the least.

14. Extra Printing Costs

To what extent do newspaper staffs determine which staff members were responsible for extra printing costs--such as overset? (See Table 19.)

On the basis of the data presented herein these comments appear to be warranted:

1) The newspaper staffs in 3-year senior high schools and 4-year senior high schools are more likely to implement the suggested policy than those in other high schools.

2) Staffs of schools with an enrollment of more than 1000 students are more likely to implement the suggested policy.

3) Staffs of letterpress newspapers show more concern about the prospect of additional expense than do those of offset newspapers, possibly because of the different production procedures involved.

4) Staffs of newspapers published every two weeks or three weeks are more concerned about extra printing costs than other staffs.

TABLE 19.--Extent To Which Newspaper Staffs Determine Which Staff Members Were Responsible for Extra Printing Costs--Such as Overset

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	31	58	11
Independent	30	37	60	3
Parochial	21	29	71	-
Coed.	579	31	59	10
4-year	293	35	58	7
3-year sr.	140	42	51	7
3-year jr.	65	14	72	14
5 or 6-year	85	19	60	21
Other	25	16	72	12
Students				
000-299	81	15	75	10
300-499	77	19	69	12
500-749	76	21	65	14
750-999	62	21	66	13
1000-1499	125	42	49	9
1500-2499	145	44	48	8
2500-3999	22	54	36	10
Duplicated	163	10	77	13
Offset	258	36	53	11
Letterpress	157	46	49	5
Weekly	51	25	63	12
Bi-Weekly	203	43	49	8
Tri-Weekly	50	38	48	14
Monthly	176	24	67	9
Other	107	23	66	11
No years	160	24	61	15
1 semester	34	47	44	9
1 year	132	27	65	8
2 years	135	36	57	7
2+ years	99	48	46	6
None	203	25	61	14
1-6	142	27	63	10
7-12	70	39	57	4
13-18	39	51	44	5
19-more	137	39	53	8
All-American	49	53	45	2
Ohio	173	26	57	17
Calif.	129	37	55	8
Maine	17	12	76	12
Mo.	59	20	75	5
Texas	105	29	63	8
Va.	69	32	54	14

5) Newspaper staffs that benefit by journalism instruction with credit are much more likely to check on these financial details.

6) As the professional preparation in college journalism courses taken by advisers increases the interest in implementing the suggested policy increases.

7) Staffs of All-American newspapers are the most likely to take care of these financial details.

8) Staffs of California school newspapers have the best record in this respect and those of the Maine school newspapers the least impressive.

15. Prompt Deposit of Money

Good business practice dictates that all money collected from subscriptions or other sales be deposited promptly in the school depository or local bank, but only two out of three newspaper staffs and only four out of five All-American staffs observe this practice, according to data presented herein. It's puzzling to explain six per cent of the schools failing to answer this question, for surely those concerned should know the policy. (See Table 20.)

These conclusions appear to be warranted:

1) Close to one-third of the newspapers break even or make a small profit whereas one-fourth make a deficit. About a tenth don't even know how they come out financially.

2) The fact that approximately two-thirds of the newspaper staffs estimate income, of course, indicates that one-third do not, a sad commentary on business practices.

3) The record is only slightly better on estimates of probable expense.

4) Less than one-fourth sign a contract with their printer, evidence that precise specifications for printing may never have been made and are not a matter of written record.

TABLE 20.--Prompt Deposit of Money

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	70	24	6
Independent	30	67	23	10
Parochial	21	67	33	-
Coed.	579	69	25	6
4-year	293	68	26	6
3-year sr.	140	80	16	4
3-year jr.	65	58	32	10
5 or 6-year	85	71	23	6
Other	25	60	36	4
Students				
000-299	81	53	40	7
300-499	77	70	25	5
500-749	76	67	26	7
750-999	62	76	19	5
1000-1499	125	74	21	5
1500-2499	145	76	18	6
2500-3999	22	64	32	4
Duplicated	163	71	69	10
Offset	258	77	20	3
Letterpress	157	72	23	5
Weekly	51	69	25	6
Bi-Weekly	203	72	23	5
Tri-Weekly	50	70	20	10
Monthly	176	68	29	3
Other	107	75	22	3
No years	160	70	28	2
1 semester	34	71	20	9
1 year	132	73	23	4
2 years	135	72	24	4
2+ years	99	68	24	8
None	203	74	22	4
1-6	142	68	27	1
7-12	70	72	27	1
13-18	39	51	41	3
19-more	137	76	18	2
All-American	49	80	18	2
Ohio	173	74	20	6
Calif.	129	51	39	10
Maine	17	71	29	-
Mo.	59	64	31	5
Texas	105	77	16	7
Va.	69	84	13	3

5) Less than one-half of the schools make a monthly check of their financial status.

6) Only 70 per cent of the public schools keep an accurate set of books to account for all funds received and spent. Hence, they cannot make a monthly checkup.

7) Similarly 70 per cent keep a systematic file of business records.

8) About one in seven makes a financial report to the editorial board each month.

9) The record in making an independent audit twice a year is only slightly better.

Conclusions

On the basis of data herein presented, these conclusions appear to be warranted:

1) Approximately one-fourth of the high school newspapers in this study made a deficit.

2) Deficits are made by funds from official sources more often than any other source.

3) Approximately two-thirds of the newspaper staffs make estimate of probable income and expenditures.

4) Not even one-fourth of the newspaper staffs sign a contract with their printer.

5) Less than one-half of the newspaper staffs make a monthly analysis of their financial status.

6) Slightly more than two-thirds of newspaper staffs keep accurate and exact records of financial operations and files of financial papers.

7) Almost one-seventh of the newspaper staffs submit a monthly financial report and arrange for an independent audit of books twice a year.

8) Less than three out of five newspaper staffs check costs of production to determine who was responsible for extra costs.

9) Nearly three-fifths of the newspaper staffs check to determine what staff members turned in copy to the printer after deadlines.

10) Approximately two-thirds of the staff provide for prompt deposit of funds received.

11) In general the better policies are more likely to be maintained where the school has journalism courses and an adviser who has had significant college work in journalism.

12) All-American newspapers in general have the best records, although a number of them make deficits.

CHAPTER III

NEWSPAPER EXPENDITURES

Why do high school newspapers need money? Obviously the newspaper is in one sense a physical product manufactured by means of a printing or duplicating process. Effective staff work may require money for editorial, advertising, and circulation promotion. Supplies and services may be required. Moreover, the training of the staff may involve participation in conferences, workshops, and institutes.

1. Printing Process

Usually the major cost of publishing the newspaper is the printing, according to "Five Factors in the Success of High School Newspapers."

> Relatively few staffs in this study duplicate their newspapers, as Table 21 indicates. Offset printing now is used more than letterpress printing. More than one newspaper staff in four has the problem of printing the newspaper in a different town, according to Table 22. About one in eight produces the newspaper in the school.
>
> The situation in Kentucky is different. Of the 114 high school newspapers reporting, 37 were duplicated, 35 were printed by letterpress, 29 by offset, and 13 did not report. It is probable that enrollments in the Kentucky schools are lower than the national sample.

TABLE 21.--Process of Printing Used by the Newspaper (FFSHSN)

Process	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Duplicated	17	4	13	5	4	4
Printed-offset	205	51	142	51	63	48
Printer-letterpress	183	45	120	44	63	48
No response	10	-	8	-	-	-

TABLE 22.--Location of Printing Activities (FFSNSN)

Location	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
At school	55	14	47	17	8	6
In town	247	60	169	60	78	61
Out of town	107	26	64	23	43	33
No response	6	-	3	-	1	-

Offset printing is now the most popular production process used by high school newspaper staffs, according to this new study. Duplicated and letterpress process attract about an equal number. Unfortunately 4 per cent of the 548 public schools didn't report the process used, indicating that someone doesn't know! (See Table 23.)

As enrollment grows the use of duplicated processes dwindles. It diminishes also as the frequency of publication increases and as the number of hours of journalism increases. It declines also as the number of hours of journalism taken by the adviser increases. In Maine 82 per cent of the newspapers are duplicated, but in California and Virginia the percentage is 16.

2. Width of Newspaper in Columns

The five-column newspaper is the most popular in terms of size, according to this study. Duplicated newspapers usually have two or three columns, but printed newspapers rarely have under 4 columns or more than 6 columns. (See Table 24.)

3. Location of Printing Facilities

Publishing public high school newspapers is complicated because one newspaper staff in seven deals with a nonlocal printer, according to this study. (See Table 25.)

4. Frequency of Publication

In "Five Factors in the Success of High School Newspapers" this statement appears:

TABLE 23.--Production Process

Kind of School	No. of Cases	Duplicated	Offset	Letterpress	No Answer
Public	548	27	42	26	5
Independent	30	20	40	30	10
Parochial	21	9	57	29	5
Coed.	579	27	42	26	5
4-year	293	23	44	28	5
3-year sr.	140	5	55	35	5
3-year jr.	65	63	23	8	6
5 or 6-year	85	39	36	19	6
Other	25	52	20	24	4
Students					
000-299	81	65	14	12	9
300-499	77	54	26	16	4
500-749	76	36	38	18	8
750-999	62	31	50	16	3
1000-1499	125	11	59	25	5
1500-2499	145	1	51	43	5
2500-3999	22	-	45	50	5
Duplicated	163	100	-	-	-
Offset	258	-	100	-	-
Letterpress	157	-	-	100	-
Weekly	51	18	45	33	4
Bi-Weekly	203	21	50	28	1
Tri-Weekly	50	26	44	28	2
Monthly	176	35	37	24	4
Other	107	31	43	24	2
No years	160	45	35	19	1
1 semester	34	15	44	41	3
1 year	132	25	43	25	5
2 years	135	15	50	30	5
2+ years	99	4	55	37	4
None	203	39	40	17	4
1-6	142	30	40	27	3
7-12	70	29	49	18	4
13-18	39	18	36	41	5
19-more	137	6	50	39	5
All-American	49	2	47	45	6
Ohio	173	31	45	19	5
Calif.	129	16	51	26	7
Maine	17	84	6	12	-
Mo.	59	44	34	17	5
Texas	105	32	30	29	9
Va.	69	16	52	30	2

TABLE 24.--Newspaper's Width in Columns

Kind of School	No. of Cases	2	3	4	5	6	No Answer
Public	548	12	18	15	44	7	4
Independent	30	10	7	13	54	10	6
Parochial	21	-	14	14	72	-	-
Coed.	579	12	17	15	44	7	5
4-year	293	10	14	16	49	7	4
3-year sr.	140	2	6	16	61	10	5
3-year jr.	65	38	26	20	6	2	8
5 or 6-year	85	9	34	8	38	5	6
Other	25	20	28	12	32	-	8
Students							
000-299	81	28	36	9	15	2	10
300-499	77	18	35	18	20	4	5
500-749	76	13	21	25	33	5	3
750-999	62	15	19	13	39	6	8
1000-1499	125	7	10	17	53	8	5
1500-2499	145	1	5	14	71	7	2
2500-3999	22	-	-	5	72	18	5
Duplicated	163	36	48	12	1	-	3
Offset	258	3	7	20	59	10	1
Letterpress	157	1	4	11	73	9	2
Weekly	51	-	12	25	43	14	6
Bi-Weekly	208	7	15	15	54	7	2
Tri-Weekly	50	8	16	14	50	10	2
Monthly	176	19	20	15	40	5	1
Other	107	18	20	12	43	5	2
No years	160	22	25	14	31	4	4
1 semester	34	6	9	9	59	14	3
1 year	132	8	23	14	44	6	5
2 years	135	4	10	19	58	6	3
2+ years	99	1	3	19	63	11	3
None	203	22	20	15	34	5	4
1-6	142	11	25	18	38	7	1
7-12	70	7	19	13	50	9	2
13-18	39	5	13	18	49	8	7
19-more	137	1	4	14	68	8	5
All-American	49	-	2	8	78	8	4
Ohio	173	15	20	19	32	8	6
Calif.	129	4	10	22	50	8	6
Maine	17	47	17	18	12	-	6
Mo.	59	19	34	14	27	3	3
Texas	105	16	16	8	48	5	7
Va.	69	3	20	6	62	6	3

TABLE 25.--Location of Printing Facilities

Kind of School	No. of Cases	School Duplicating Area	School Printing Plant	Local Printing Plant	Non-Local Printing Plant	No Answer
Public	548	29	8	45	14	4
Independent	30	20	7	50	20	3
Parochial	21	9	5	81	5	-
Coed.	579	29	8	45	14	4
4-year	293	24	7	51	15	4
3-year sr.	140	8	16	58	14	4
3-year jr.	65	60	8	17	9	6
5 or 6-year	85	41	1	39	15	4
Other	25	52	4	36	8	-
Students						
000-299	81	65	3	20	6	6
300-499	77	56	1	31	8	4
500-749	76	39	5	32	18	6
750-999	62	34	2	47	14	3
1000-1499	125	10	9	59	19	3
1500-2499	145	3	17	63	14	3
2500-3999	22	-	18	64	14	4
Duplicated	163	98	1	-	-	1
Offset	258	4	12	63	21	-
Letterpress	157	-	9	73	17	1
Weekly	51	19	18	53	8	2
Bi-Weekly	203	24	14	50	11	1
Tri-Weekly	50	24	4	48	22	2
Monthly	176	36	3	44	17	-
Other	107	31	4	49	15	1
No years	160	45	4	41	9	1
1 semester	34	18	6	53	23	-
1 year	132	26	7	44	20	3
2 years	135	15	10	58	13	4
2+ years	99	7	16	59	15	3
None	203	40	4	37	16	3
1-6	142	31	12	42	13	2
7-12	70	28	6	46	16	4
13-18	39	23	15	51	8	3
19-more	137	8	10	66	12	4
All-American	49	4	10	68	14	4
Ohio	173	34	7	35	20	4
Calif.	129	18	19	46	13	4
Maine	17	82	6	6	6	-
Mo.	59	42	7	36	8	7
Texas	105	33	1	55	7	4
Va.	69	16	2	65	17	-

> The newspaper is not simply an official chronicle of events. It is--or it should be--a news paper. But news is a perishable product. It must be published while the news is new--at least every week or two weeks. Yet only slightly more than two-fifths of the participating newspapers publish this frequently, as Table 26 indicates. Nearly nine out of ten newspapers published in non-public schools have an unsatisfactory frequency of publication.
>
> In the study of the six southeastern states, only 6 of the 186 newspapers were published weekly. Only 39 were published every two weeks--bi-weekly. Three-fifths were published even less frequently, thereby impairing timely coverage of news.
>
> The situation in Kentucky was no better. Of the 114 newspapers, only one was published weekly, 14 were published every two weeks, 9 every three weeks, 48 every four weeks, 33 at other frequencies, and 9 did not report. Thus about six out of seven were published at frequencies which made it close to impossible to provide effective news coverage.

TABLE 26.--Frequency of Publication (FFSHSN)

Frequency	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Daily	-	-	-	-	-	-
Weekly	41	10	36	13	5	4
Every 2 weeks	122	30	119	42	3	2
Every 3 weeks	38	9	33	12	5	4
Every 4 weeks	82	20	56	20	26	20
Every 5 weeks	24	6	12	4	12	9
Every 6 weeks	42	10	12	4	30	23
Other frequency	62	15	13	5	49	38

Less than one-half the newspapers are published often enough to disseminate news while it is news, according to this study. A newspaper should be published once every two weeks or oftener to perform a news service yet 80 per cent of the non-public newspapers appear monthly or less often! Even 32 per cent of the All-American newspapers fail to make this requirement. (See Table 28.)

TABLE 27.--Frequency of Publication by Weeks as Reported by Gallup and First Class Newspaper Advisers (FFSHSN)

Frequency	Gallup		First Class	
	Cases	Per Cent	Cases	Per Cent
Daily	-	-	-	-
Weekly	9	19	13	9
Every 2 weeks	22	45	35	23
Every 3 weeks	2	4	15	10
Every 4 weeks	8	16	28	19
Every 5 weeks	2	4	12	8
Every 6 weeks	2	4	18	12
Other frequency	4	8	29	19

5. Sources of Revenue

"Five Factors in the Success of High School Newspapers" reports that

> more than one-third of the high school newspapers seek revenue from sources other than circulation, advertising, and subsidies, according to Table 29. The percentage of non-public school newspapers is higher than that of the public school newspapers. Slightly more than one-fourth of the Gallup newspapers require additional aid, as Table 30 indicates.
>
> In the southeastern study approximately four out of five newspapers sought sources of revenue other than subscriptions, advertising, and subsidies to raise money.

TABLE 29.--Extent To Which High School Newspaper Is Financed by Sources Other Than Circulation, Advertising, and Subsidies as Reported by Public and Non-Public High Schools (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
No other sources	150	37	99	35	51	40
Other sources	258	63	182	65	76	60

TABLE 28.--Frequency of Publication

Kind of School	No. of Cases	Weekly	Every 2 Weeks	Every 3 Weeks	Every 4 Weeks	Other Fre-quency	No Answer
Public	548	9	36	8	28	15	4
Independent	30	-	13	7	37	40	3
Parochial	21	5	5	-	38	52	-
Coed.	579	9	35	8	28	16	4
4-year	293	11	33	10	28	16	2
3-year sr.	140	10	50	7	20	8	5
3-year jr.	65	3	11	6	43	32	5
5 or 6-year	85	5	28	6	33	22	6
Other	25	-	20	4	40	32	4
Students							
000-299	81	6	27	6	36	21	4
300-499	77	8	22	10	34	21	5
500-749	76	5	24	6	32	26	7
750-999	62	8	16	10	40	21	5
1000-1499	125	7	33	6	31	18	3
1500-2499	145	12	50	10	16	10	2
2500-3999	22	23	45	9	18	-	5
Duplicated	163	5	27	8	38	20	2
Offset	258	9	39	9	26	18	-
Letterpress	157	11	36	9	27	16	1
Weekly	51	100	-	-	-	-	-
Bi-Weekly	203	-	100	-	-	-	-
Tri-Weekly	50	-	-	100	-	-	-
Monthly	176	-	-	-	100	-	-
Other	107	-	-	-	-	100	-
No years	160	5	17	3	41	33	1
1 semester	34	9	38	12	29	12	-
1 year	132	4	30	13	26	23	4
2 years	135	13	44	9	27	4	3
2+ years	99	16	59	11	7	4	3
None	203	5	24	5	34	29	3
1-6	142	8	26	10	38	17	1
7-12	70	14	27	14	33	9	3
13-18	39	18	51	8	15	5	3
19-more	137	8	56	9	15	9	3
All-American	49	6	53	8	17	10	6
Ohio	173	5	23	9	38	21	4
Calif.	129	15	50	10	15	5	5
Maine	17	6	12	-	41	41	-
Mo.	59	9	34	5	42	5	5
Texas	105	12	41	9	21	13	4
Va.	69	1	12	6	35	45	1

TABLE 30.--Extent To Which High School Newspaper Is Financed by Sources Other Than Circulation, Advertising, and Subsidies as Reported by Advisers of Gallup, First Class, and Second Class Newspapers (FFSHSN)

	Gallup		First Class		Second Class	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
No other sources	13	27	54	36	26	35
Other sources	35	73	96	64	49	65

6. Revenue for Duplicating

The staffs of 85 per cent of the duplicated newspapers must raise revenue to pay for the cost of ink, paper, and use of equipment, according to data presented herein. One in twelve of the other high schools also make expenditures for duplicating. Apparently in about 15 per cent of the schools no charge is made for supplies or equipment. The junior high schools face this problem more than do other high schools.

The need for revenue te defray costs of duplication diminishes as (a) school enrollment increases, (b) as the frequency of publication decreases, (c) as the availability of the journalism courses increases, (d) as the number of journalism courses taken by the newspaper adviser decreases. Two-thirds of the Maine high schools require revenue for duplicating whereas less than one-fifth of the California staffs require it. (See Table 31.)

7. Revenue for Offset Production

Approximately 11 out of 20 public high schools and 11 out of 20 coeducational high schools produce offset newspapers, according to data presented herein. In 58 per cent of the 3-year senior high schools the offset process is used, but it is less widely used in other high schools.

To some extent, the use of offset generally increases as the size of the school increases.

As the data indicate, 53 per cent of the newspapers published every two weeks use offset whereas only 33 per cent of the weeklies use it. Use of offset increases as the availability of journalism courses increases. It is most

TABLE 31.--Extent To Which Funds for Duplicating Are Needed

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	30	65	5
Independent	30	23	67	10
Parochial	21	33	67	-
Coed.	579	31	65	4
4-year	293	28	67	5
3-year sr.	140	11	86	3
3-year jr.	65	57	35	8
5 or 6-year	85	44	49	7
Other	25	52	48	-
Students				
000-299	81	62	32	6
300-499	77	51	47	2
500-749	76	42	55	3
750-999	62	39	56	5
1000-1499	125	17	78	5
1500-2499	145	10	84	6
2500-3999	22	5	95	-
Duplicated	163	85	13	2
Offset	258	9	87	4
Letterpress	157	8	86	6
Weekly	51	18	76	6
Bi-Weekly	203	24	71	5
Tri-Weekly	50	26	68	6
Monthly	176	37	61	2
Other	107	36	58	6
No years	160	46	51	3
1 semester	34	26	62	12
1 year	132	26	68	6
2 years	135	20	75	5
2+ years	99	10	89	1
None	203	40	55	5
1-6	142	38	59	3
7-12	70	29	67	4
13-18	39	21	77	2
19-more	137	9	85	6
All-American	49	14	82	4
Ohio	173	35	60	5
Calif.	129	19	77	4
Maine	17	65	35	-
Mo.	59	46	51	3
Texas	105	32	60	8
Va.	69	25	68	7

common in California and Virginia and least common in Maine. (See Table 32.)

8. Revenue for Letterpress Production

Approximately 28 per cent of the public high schools and of the coeducational high schools need funds to pay for the cost of letterpress newspaper production, according to data presented herein. Fifty-one per cent of the All-American newspapers in the six states represented publish letterpress newspapers. (See Table 33.)

9. Photoengraving Costs

Approximately one-third of the public and of the coeducational high schools need funds for photoengraving expenses, according to data presented herein. This need is more common in 3-year senior high schools and least common in 3-year junior high schools.

For the most part, the need for revenue for this purpose becomes more common as the size of the school increases. (See Table 34.)

10. Photography Costs

Expenditures are made for photography by at least two out of three high schools, according to data in this study. Thus, 85 per cent of the 3-year senior high schools list photography as a source of expense, although only 35 per cent of the 3-year junior high schools note it. The bigger the school, the more frequent the enrollment, the broader the curricular offering in journalism, and the greater the adviser's training in journalism, the greater is the likelihood that photography will be used, and hence, will be a factor in expenditures. Note further that 98 per cent of the All-American newspapers cite this cost. More than 70 per cent of the high school newspapers in California and Virginia note this cost whereas only 29 per cent of those in Maine list it. (See Table 35.)

TABLE 32.--Extent To Which Revenue Is Needed for Offset Production

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	44	50	6
Independent	30	40	47	13
Parochial	21	52	48	-
Coed.	579	44	50	6
4-year	293	46	49	5
3-year sr.	140	58	39	3
3-year jr.	65	28	63	9
5 or 6-year	85	37	55	8
Other	25	24	64	12
Students				
000-299	81	14	77	9
300-499	77	25	66	9
500-749	76	42	50	8
750-999	62	42	53	5
1000-1499	125	63	34	2
1500-2499	145	57	38	5
2500-3999	22	55	45	-
Duplicated	163	4	84	12
Offset	258	91	7	2
Letterpress	157	10	85	5
Weekly	51	33	61	6
Bi-Weekly	203	53	43	4
Tri-Weekly	50	48	42	10
Monthly	176	36	60	4
Other	107	43	48	9
No years	160	35	57	8
1 semester	34	41	53	6
1 year	132	47	48	5
2 years	135	55	41	4
2+ years	99	58	41	1
None	203	41	52	7
1-6	142	41	53	6
7-12	70	53	44	3
13-18	39	36	59	5
19-more	137	53	42	5
All-American	49	53	43	4
Ohio	173	43	51	6
Calif.	129	55	42	3
Maine	17	6	88	6
Mo.	59	42	53	5
Texas	105	31	58	11
Va.	69	57	36	7

TABLE 33.--Extent To Which High School Newspapers Require Revenue for Letterpress Production

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	28	66	6
Independent	30	34	53	13
Parochial	21	33	67	-
Coed.	579	28	66	6
4-year	293	31	64	5
3-year sr.	140	39	56	5
3-year jr.	65	8	81	11
5 or 6-year	85	18	74	8
Other	25	32	56	12
Students				
000-299	81	12	78	10
300-499	77	16	75	9
500-749	76	25	67	8
750-999	62	19	74	7
1000-1499	125	29	65	6
1500-2499	145	45	51	4
2500-3999	22	50	50	-
Duplicated	163	1	87	12
Offset	258	7	84	4
Letterpress	157	92	6	2
Weekly	51	31	61	8
Bi-Weekly	203	28	67	5
Tri-Weekly	50	32	60	8
Monthly	176	27	69	4
Other	107	26	65	9
No years	160	21	70	9
1 semester	34	44	50	6
1 year	132	29	64	7
2 years	135	30	67	3
2+ years	99	42	56	2
None	203	18	73	9
1-6	142	28	66	6
7-12	70	23	70	7
13-18	39	46	51	3
19-more	137	44	54	2
All-American	49	51	49	-
Ohio	173	20	72	8
Calif.	129	32	64	4
Maine	17	12	82	6
Mo.	59	22	70	8
Texas	105	29	62	9
Va.	69	29	62	9

TABLE 34.--Photoengraving as a Production Cost

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	33	61	6
Independent	30	40	47	13
Parochial	21	38	62	-
Coed.	579	33	61	6
4-year	293	36	59	5
3-year sr.	140	42	53	5
3-year jr.	65	15	76	9
5 or 6-year	85	22	66	12
Other	25	28	64	8
Students				
000-299	81	15	74	11
300-499	77	26	65	9
500-749	76	32	62	6
750-999	62	19	71	10
1000-1499	125	36	60	4
1500-2499	145	48	48	4
2500-3999	22	50	50	-
Duplicated	163	7	83	10
Offset	258	24	72	4
Letterpress	157	75	21	4
Weekly	51	27	65	8
Bi-Weekly	203	34	61	5
Tri-Weekly	50	32	60	8
Monthly	176	32	64	4
Other	107	35	56	9
No years	160	26	66	8
1 semester	34	50	41	9
1 year	132	36	58	6
2 years	135	40	56	4
2+ years	99	35	63	2
None	203	25	67	8
1-6	142	28	65	7
7-12	70	33	62	5
13-18	39	51	46	3
19-more	137	45	52	3
All-American	49	45	53	2
Ohio	173	29	64	7
Calif.	129	32	64	4
Maine	17	6	88	6
Mo.	59	37	56	7
Texas	105	28	62	10
Va.	69	41	49	10

TABLE 35.--Photography as a Production Cost

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	65	30	5
Independent	30	70	17	13
Parochial	21	67	33	-
Coed.	579	64	30	6
4-year	293	68	27	5
3-year sr.	140	85	11	4
3-year jr.	65	35	56	9
5 or 6-year	85	48	44	8
Other	25	60	32	8
Students				
000-299	81	30	60	10
300-499	77	40	51	9
500-749	76	54	38	8
750-999	62	60	34	6
1000-1499	125	82	16	2
1500-2499	145	88	9	3
2500-3999	22	86	14	-
Duplicated	163	16	73	11
Offset	258	85	12	3
Letterpress	157	85	11	4
Weekly	51	71	25	4
Bi-Weekly	203	71	24	5
Tri-Weekly	50	66	26	8
Monthly	176	62	35	3
Other	107	58	34	8
No years	160	49	43	8
1 semester	34	76	21	3
1 year	132	71	23	6
2 years	135	74	21	5
2+ years	99	84	14	2
None	203	51	40	9
1-6	142	67	27	6
7-12	70	66	32	2
13-18	39	74	23	3
19-more	137	87	10	3
All-American	49	98	-	2
Ohio	173	55	38	7
Calif.	129	72	24	4
Maine	17	29	65	6
Mo.	59	56	39	5
Texas	105	61	29	10
Va.	69	74	19	7

11. Supplies

It is obvious that the self-supporting high school newspaper will need money for supplies--paper, pencils, erasers, mucilage, glue, staples, paper clips, and other disposable goods. The fact that only 69 per cent of the public and of the coeducational schools list this as an item of expense indicates that staffs use supplies paid for by the school. Whereas the staff of the duplicated staff views paper as a separate item of expense, the staffs of printed newspapers know that paper for the newspaper is covered by the price of printing. (See Table 36.)

12. Postage and Mailing

More than seven out of ten high schools recognize postage and mailing as a source of expense, according to this study. Staffs of 3-year junior high school newspapers and of duplicated newspapers, however, are less likely to list this expenditure, perhaps because they do not invariably exchange copies of their newspapers with other schools. (See Table 37.)

13. Editorial Promotion

Relatively few school newspaper staffs recognize editorial promotion as a source of expense, according to this study, either because they do not engage in promotion or because the expense may be charged against supplies or circulation. (See Table 38.)

14. Circulation Promotion as Expense

Perhaps one high school newspaper staff in six recognizes circulation promotion as a source of expense, according to this study. It is most likely to be so recognized by 3-year senior high school staffs and least likely by 3-year junior high school staffs and duplicated newspaper staffs. All-American newspaper staffs are more sensitive to this possibility than other staffs. (See Table 39.)

TABLE 36.--Supples as an Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	69	29	2
Independent	30	70	20	10
Parochial	21	86	14	-
Coed.	579	69	28	3
4-year	293	68	30	2
3-year sr.	140	72	26	2
3-year jr.	65	72	23	5
5 or 6-year	85	69	26	5
Other	25	72	24	4
Students				
000-299	81	73	22	5
300-499	77	72	26	2
500-749	76	74	24	2
750-999	62	76	23	1
1000-1499	125	63	34	3
1500-2499	145	70	27	3
2500-3999	22	59	41	-
Duplicated	163	82	15	3
Offset	258	67	31	2
Letterpress	157	85	11	3
Weekly	51	67	31	2
Bi-Weekly	203	72	27	1
Tri-Weekly	50	70	28	2
Monthly	176	70	28	2
Other	107	67	28	5
No years	160	72	26	2
1 semester	34	76	21	3
1 year	132	70	28	2
2 years	135	70	27	3
2+ years	99	66	34	-
None	203	69	28	3
1-6	142	80	18	2
7-12	70	74	26	-
13-18	39	62	38	-
19-more	137	65	32	3
All-American	49	69	29	2
Ohio	173	69	26	5
Calif.	129	68	30	2
Maine	17	71	29	-
Mo.	59	73	27	-
Texas	105	73	24	3
Va.	69	68	28	4

TABLE 37.--Postage and Mailing as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	71	25	4
Independent	30	77	17	6
Parochial	21	86	14	-
Coed.	579	71	25	4
4-year	293	74	24	2
3-year sr.	140	86	11	3
3-year jr.	65	38	51	11
5 or 6-year	85	73	22	5
Other	25	56	36	8
Students				
000-299	81	62	32	6
300-499	77	69	26	5
500-749	76	74	21	5
750-999	62	69	28	3
1000-1499	125	77	21	3
1500-2499	145	72	25	3
2500-3999	22	100	-	-
Duplicated	163	58	35	7
Offset	258	76	22	2
Letterpress	157	83	15	2
Weekly	51	84	14	2
Bi-Weekly	203	72	25	3
Tri-Weekly	50	80	14	6
Monthly	176	75	23	2
Other	107	62	32	6
No years	160	64	31	5
1 semester	34	76	21	3
1 year	132	80	17	3
2 years	135	75	23	2
2+ years	99	83	17	-
None	203	64	30	6
1-6	142	74	23	3
7-12	70	74	24	2
13-18	39	85	15	-
19-more	137	81	17	2
All-American	49	94	4	2
Ohio	173	69	23	8
Calif.	129	72	26	2
Maine	17	65	35	-
Mo.	59	73	27	-
Texas	105	68	26	6
Va.	69	75	22	3

TABLE 38.--Editorial Promotion as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	5	88	7
Independent	30	3	90	7
Parochial	21	10	90	–
Coed.	579	5	88	7
4-year	293	6	88	6
3-year sr.	140	3	92	5
3-year jr.	65	6	83	11
5 or 6-year	85	4	88	8
Other	25	8	84	8
Students				
000-299	81	4	88	8
300-499	77	–	91	9
500-749	76	12	81	7
750-999	62	3	89	8
1000-1499	125	5	90	5
1500-2499	145	6	88	6
2500-3999	22	5	95	–
Duplicated	163	4	84	12
Offset	258	4	92	4
Letterpress	157	7	87	6
Weekly	51	2	92	6
Bi-Weekly	203	8	86	6
Tri-Weekly	50	6	84	10
Monthly	176	4	91	5
Other	107	3	90	7
No years	160	6	87	7
1 semester	34	6	82	12
1 year	132	4	87	9
2 years	135	4	91	5
2+ years	99	6	92	2
None	203	3	90	7
1-6	142	4	89	7
7-12	70	7	86	7
13-18	39	8	90	2
19-more	137	7	86	7
All-American	49	10	86	4
Ohio	173	5	86	9
Calif.	129	3	92	5
Maine	17	6	88	6
Mo.	59	5	86	9
Texas	105	6	85	9
Va.	69	3	90	7

TABLE 39.--Circulation Promotion as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	16	77	7
Independent	30	7	87	6
Parochial	21	19	81	-
Coed.	579	16	77	7
4-year	293	15	79	16
3-year sr.	140	22	72	6
3-year jr.	65	11	78	11
5 or 6-year	85	14	77	9
Other	25	12	80	8
Students				
000-299	81	3	89	8
300-499	77	7	84	9
500-749	76	21	72	7
750-999	62	16	74	10
1000-1499	125	18	77	5
1500-2499	145	23	70	7
2500-3999	22	23	77	-
Duplicated	163	7	82	11
Offset	258	19	78	3
Letterpress	157	20	73	7
Weekly	51	14	80	6
Bi-Weekly	203	19	74	7
Tri-Weekly	50	14	76	10
Monthly	176	13	82	5
Other	107	18	75	7
No years	160	17	77	6
1 semester	34	12	76	12
1 year	132	15	76	9
2 years	135	18	77	5
2+ years	99	16	81	3
None	203	15	78	7
1-6	142	13	80	7
7-12	70	20	73	7
13-18	39	13	85	2
19-more	137	20	73	7
All-American	49	33	61	6
Ohio	173	14	76	10
Calif.	129	7	88	5
Maine	17	6	88	6
Mo.	59	10	81	19
Texas	105	19	71	10
Va.	69	25	68	7

15. Advertising Promotion as Expense

About one high school newspaper in seven recognizes advertising promotion as a source of expense, according to this study, but one-fifth of the 3-year senior high schools so recognize it. For the most part it increases with enrollment, frequency of publication, availability of journalism courses, and number of hours of college journalism taken by the adviser. Nearly one All-American newspaper staff out of three allocates funds for this purpose. (See Table 40.)

16. Staff Awards as Expense

Almost one-half of the high school newspaper staffs recognize staff awards as a form of expense, according to this study, although two-thirds of the All-American newspaper staffs so recognize it. It is probable that some newspaper staffs are not recognized and that in some instances the money for awards comes from a different source. (See Table 41.)

17. Staff Banquets as Expense

Approximately one-fourth of the high school newspaper staffs recognize the staff banquet as a form of expense, according to this study. (See Table 42.)

18. Membership in State Associations

It is somewhat shocking to note that less than half of the public, the independent, and the coeducational high school newspaper staffs are affiliated with the state or regional school press associations, as this study indicates. The 3-year senior high schools have the second best record, the junior high schools the poorest. Note, however, that the latter sometimes are not allowed or encouraged to affiliate. The All-American staffs have a better record than any others. (See Table 43.)

19. NSPA Membership as Expense

Nearly two out of five public and of coeducational high school newspaper staffs affiliate with the National

TABLE 40.--Advertising Promotion as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	15	78	7
Independent	30	10	83	7
Parochial	21	14	86	-
Coed.	579	15	78	7
4-year	293	16	77	7
3-year sr.	140	20	75	5
3-year jr.	65	5	85	10
5 or 6-year	85	8	84	8
Other	25	12	80	8
Students				
000-299	81	5	88	7
300-499	77	4	87	9
500-749	76	18	75	7
750-999	62	13	77	10
1000-1499	125	13	81	6
1500-2499	145	26	68	6
2500-3999	22	14	86	-
Duplicated	163	4	85	11
Offset	258	19	78	3
Letterpress	157	18	75	7
Weekly	51	23	71	6
Bi-Weekly	203	18	75	7
Tri-Weekly	50	16	76	8
Monthly	176	9	87	4
Other	107	13	79	8
No years	160	11	83	6
1 semester	34	9	79	12
1 year	132	14	78	8
2 years	135	15	79	6
2+ years	99	23	74	3
None	203	12	80	8
1-6	142	9	83	8
13-18	70	16	78	6
19-more	137	23	71	6
All-American	49	31	65	4
Ohio	173	12	79	9
Calif.	129	16	79	5
Maine	17	6	88	6
Mo..	59	9	81	10
Texas	105	19	72	9
Va.	69	9	84	7

TABLE 41.--Staff Awards as an Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	46	48	6
Independent	30	40	53	7
Parochial	21	48	52	-
Coed.	579	42	49	6
4-year	293	50	45	5
3-year sr.	140	51	44	5
3-year jr.	65	32	60	8
5 or 6-year	85	37	55	8
Other	25	28	64	8
Students				
000-299	81	32	58	10
300-499	77	34	56	10
500-749	76	49	46	5
750-999	62	52	42	6
100-1499	125	46	49	5
1500-2499	145	53	43	4
2500-3999	22	50	50	-
Duplicated	163	34	55	11
Offset	258	53	43	4
Letterpress	157	46	50	4
Weekly	51	61	33	6
Bi-Weekly	203	56	39	5
Tri-Weekly	50	48	46	6
Monthly	176	38	57	5
Other	107	32	62	6
No years	160	43	53	4
1 semester	34	59	35	6
1 year	132	34	58	8
2 years	135	50	45	5
2+ years	99	62	35	3
None	203	42	52	6
1-6	142	41	50	9
7-12	70	50	44	6
13-18	39	54	46	-
19-more	137	52	44	4
All-American	49	65	35	-
Ohio	173	49	45	6
Calif.	129	54	43	3
Maine	17	53	41	6
Mo.	59	31	59	10
Texas	105	43	48	9
Va.	69	26	65	9

TABLE 42.--Staff Banquet as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	24	69	7
Independent	30	27	67	6
Parochial	21	14	86	-
Coed.	579	24	69	7
4-year	293	25	70	5
3-year sr.	140	29	65	6
3-year jr.	65	23	66	9
5 or 6-year	85	17	76	7
Other	25	16	72	12
Students				
000-299	81	21	72	7
300-499	77	14	77	9
500-749	76	28	67	5
750-999	62	26	68	6
1000-1499	125	21	73	6
1500-2499	145	27	63	7
2500-3999	22	36	64	-
Duplicated	163	19	71	10
Offset	258	27	70	3
Letterpress	157	25	68	7
Weekly	51	37	57	6
Bi-Weekly	203	27	67	6
Tri-Weekly	50	24	66	10
Monthly	176	21	75	4
Other	107	17	75	8
No years	160	29	66	5
1 semester	34	15	73	12
1 year	132	22	70	8
2 years	135	26	69	5
2+ years	99	26	70	4
None	203	24	69	7
1-6	142	22	71	7
7-12	70	24	70	6
13-18	39	33	59	8
19-more	137	26	69	5
All-American	49	41	57	2
Ohio	173	23	70	7
Calif.	129	23	72	5
Maine	17	6	88	6
Mo.	59	22	66	12
Texas	105	23	68	9
Va.	69	26	67	7

TABLE 43.--Membership in State or Regional School Press Associations as a Source of Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	46	48	6
Independent	30	37	57	6
Parochial	21	57	33	10
Coed.	579	45	48	7
4-year	293	47	48	5
3-year sr.	140	68	28	4
3-year jr.	65	18	68	14
5 or 6-year	85	29	61	10
Other	25	36	60	4
Students				
000-299	81	35	58	7
300-499	77	31	60	19
500-749	76	35	55	10
750-999	62	44	48	8
1000-1499	125	50	46	4
1500-2499	145	58	38	4
2500-3999	22	64	36	-
Duplicated	163	28	62	10
Offset	258	51	45	4
Letterpress	157	58	37	5
Weekly	51	67	27	6
Bi-Weekly	203	57	38	5
Tri-Weekly	50	46	48	6
Monthly	176	39	57	4
Other	107	28	63	9
No years	160	29	64	7
1 semester	34	56	38	6
1 year	132	48	46	6
2 years	135	68	28	4
2+ years	99	51	45	4
None	203	29	64	7
1-6	142	44	49	7
7-12	70	46	50	4
13-18	39	72	23	5
19-more	137	68	31	1
All-American	49	84	14	2
Ohio	173	35	56	9
Calif.	129	34	60	6
Maine	17	-	34	6
Mo.	59	56	34	10
Texas	105	70	25	5
Va.	69	32	64	4

Scholastic Press Association. Naturally 96 per cent of the All-American newspapers are affiliated. As the number of hours of journalism taken in college by adviser increases so also does the prospect for NSPA affiliation. (See Table 44.)

20. CSPA MEMBERSHIP AS EXPENSE

Membership in the Columbia Scholastic Press Association is lower than in the NSPA according to this study, but few eastern states were included in this study. On the whole the prospects of affiliation increase as the number of hours of college journalism taken by the adviser increase. Note also that 51 per cent of the All-American newspapers are CSPA members. (See Table 45.)

21. Membership in the Catholic School Press Association as Expense

Nearly two out of five parochial high school newspaper staffs are members of the Catholic School Press Association, according to this study. (See Table 46.)

22. SIPA Membership as Expense

More than one-half of the Virginia high school newspaper staffs are affiliated with Southern Interscholastic Press Association, according to this study. (See Table 47.)

23. Other Memberships as Expense

Almost one-sixth of the public and of the coeducational high school newspapers are affiliated with other school press groups--perhaps on a city, county, or other basis, according to this study. Both in California and Texas there are several associations with varying degrees of scope in terms of territory served. (See Table 48.)

24. Quill and Scroll Subscription

More than one-third of the public and the coeducational high school newspaper staffs subscribe to Quill and Scroll, thereby recognizing it as a budgetary item. Note that 69 per

TABLE 44.--Membership in NSPA as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	38	56	6
Independent	30	30	63	7
Parochial	21	62	29	9
Coed.	579	37	56	7
4-year	293	41	53	6
3-year sr.	140	57	39	4
3-year jr.	65	11	74	15
5 or 6-year	85	22	70	8
Other	25	12	84	4
Students				
000-299	81	22	69	9
300-499	77	13	77	10
500-749	76	24	66	10
750-999	62	39	53	18
1000-1499	125	46	50	4
1500-2499	145	57	38	5
2500-3999	22	64	36	-
Duplicated	163	11	78	11
Offset	258	48	49	3
Letterpress	157	50	43	7
Weekly	51	57	33	10
Bi-Weekly	203	50	44	6
Tri-Weekly	50	34	60	6
Monthly	176	26	70	4
Other	107	27	64	9
No years	160	18	74	8
1 semester	34	50	44	6
1 year	132	37	57	6
2 years	135	55	40	5
2+ years	99	58	37	5
None	203	21	72	7
1-6	142	37	54	9
7-12	70	49	47	4
13-18	39	54	38	8
19-more	137	55	42	3
All-American	49	96	2	2
Ohio	173	32	59	9
Calif.	129	42	51	7
Maine	17	-	94	6
Mo.	59	29	61	10
Texas	105	34	57	9
Va.	69	23	73	4

TABLE 45.--Membership in CSPA as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	17	75	8
Independent	30	17	76	7
Parochial	21	19	71	10
Coed.	579	17	75	8
4-year	293	17	75	8
3-year sr.	140	27	67	6
3-year jr.	65	5	80	15
5 or 6-year	85	11	80	9
Other	25	12	84	4
Students				
000-299	81	6	85	9
300-499	77	4	86	10
500-749	76	8	82	10
750-999	62	19	69	12
1000-1499	125	18	76	6
1500-2499	145	30	62	8
2500-3999	22	27	73	-
Duplicated	163	4	85	11
Offset	258	22	73	5
Letterpress	157	25	67	8
Weekly	51	23	67	10
Bi-Weekly	203	23	69	8
Tri-Weekly	50	16	78	6
Monthly	176	13	81	6
Other	107	10	79	11
No years	160	14	78	8
1 semester	34	23	68	9
1 year	132	15	77	8
2 years	135	24	69	7
2+ years	99	20	75	5
None	203	9	83	8
1-6	142	17	74	9
7-12	70	24	69	7
13-18	39	21	72	7
19-more	137	26	69	5
All-American	49	51	45	4
Ohio	173	11	79	10
Calif.	129	8	84	8
Maine	17	-	94	6
Mo.	59	5	81	14
Texas	105	22	69	9
Va.	69	25	68	7

TABLE 46.--Membership in the Catholic School Press Association as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	-	92	8
Independent	30	10	83	7
Parochial	21	38	52	10
Coed.	579	1	91	8
4-year	293	5	87	8
3-year sr.	140	-	95	5
3-year jr.	65	-	85	15
5 or 6-year	85	-	92	8
Other	25	-	96	4
Students				
000-299	81	5	88	7
300-499	77	1	89	10
500-749	76	4	87	9
750-999	62	6	84	10
1000-1499	125	2	92	6
1500-2499	145	1	91	8
2500-3999	22	100	-	-
Duplicated	163	1	88	11
Offset	258	4	92	4
Letterpress	157	3	89	8
Weekly	51	2	90	8
Bi-Weekly	203	1	92	7
Tri-Weekly	50	2	92	6
Monthly	176	4	91	5
Other	107	6	84	10
No years	160	5	87	8
1 semester	34	3	85	12
1 year	132	1	91	8
2 years	135	2	91	7
2+ years	99	2	94	4
None	203	2	90	8
1-6	142	4	87	9
7-12	70	6	88	6
13-18	39	3	92	5
19-more	137	1	93	6
All-American	49	12	84	4
Ohio	173	4	86	10
Calif.	129	1	92	7
Maine	17	-	94	6
Mo.	59	2	86	12
Texas	105	1	91	8
Va.	69	-	93	7

TABLE 47.--SIPA Membership as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	7	86	7
Independent	30	13	80	7
Parochial	21	5	86	9
Coed.	579	7	85	8
4-year	293	6	86	8
3-year sr.	140	3	91	6
3-year jr.	65	1	83	16
5 or 6-year	85	15	80	5
Other	25	20	76	4
Students				
000-299	81	5	87	8
300-499	77	3	87	10
500-749	76	8	84	8
750-999	62	5	87	8
1000-1499	125	12	83	5
1500-2499	145	6	86	8
2500-3999	22	5	95	-
Duplicated	163	3	86	11
Offset	258	7	84	4
Letterpress	157	11	82	7
Weekly	51	10	80	10
Bi-Weekly	203	4	88	8
Tri-Weekly	50	6	88	6
Monthly	176	5	91	4
Other	107	13	78	9
No years	160	9	84	7
1 semester	34	6	82	12
1 year	132	9	84	7
2 years	135	5	88	7
2+ years	99	2	94	4
None	203	9	83	8
1-6	142	4	88	8
7-12	70	10	86	4
13-18	39	5	87	8
19-more	137	4	91	5
All-American	49	4	92	4
Ohio	173	-	90	10
Calif.	129	3	90	7
Maine	17	-	94	6
Mo.	59	2	85	13
Texas	105	3	88	9
Va.	69	44	55	1

TABLE 48.--Other Memberships as Expense

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	16	75	9
Independent	30	13	80	7
Parochial	21	38	52	10
Coed.	579	16	76	8
4-year	293	19	73	8
3-year sr.	140	25	69	6
3-year jr.	65	4	80	16
5 or 6-year	85	11	79	10
Other	25	4	92	4
Students				
000-299	81	7	83	10
300-499	77	13	75	12
500-749	76	12	78	10
750-999	62	18	71	11
1000-1499	125	22	72	6
1500-2499	145	23	70	7
2500-3999	22	18	82	-
Duplicated	163	7	81	12
Offset	258	21	75	4
Letterpress	157	22	69	9
Weekly	51	18	72	10
Bi-Weekly	203	23	69	8
Tri-Weekly	50	20	74	6
Monthly	176	12	81	7
Other	107	10	79	11
No years	160	14	77	9
1 semester	34	23	68	9
1 year	132	10	82	8
2 years	135	23	69	8
2+ years	99	26	70	4
None	203	10	82	8
1-6	142	16	75	9
7-12	70	20	73	7
13-18	39	23	69	8
19-more	137	28	67	5
All-American	49	45	51	4
Ohio	173	13	78	9
Calif.	129	15	78	7
Maine	17	6	88	6
Mo.	59	7	80	13
Texas	105	24	67	9
Va.	69	10	80	10

cent of the All-American newspaper staffs, 59 per cent of the 3-year senior high school staffs subscribe. As the enrollment, frequency of publication, and journalism credit taken by advisers increase so also does interest in Quill and Scroll increase. More than two out of five California staffs subscribe. (See Table 49.)

25. Scholastic Editor Subscriptions

Approximately three-tenths of the high school newspaper staffs subscribe to Scholastic Editor, according to this study, but 86 per cent of the All-American newspaper staffs subscribe. As enrollment, frequency of publication, availability of journalism instruction, and number of hours college credit in journalism taken by advisers increase, so also does the percentage of subscriptions increase. (See Table 50.)

26. School Press Review Subscriptions

Between one-sixth and one-seventh of the public and of the coeducational newspaper staffs subscribe to School Press Review, according to this study. It should be noted that none of the stronger CSPA states happens to be in this study. Though the All-American citations are initiated by NSPA, more than one-third of the All-American newspapers also take the School Press Review. (See Table 51.)

27. Delegate Expense for State Conferences

Independent and parochial school newspaper staffs more frequently allocate funds to help delegates attend state or regional school press conferences, according to this study, but 51 per cent of the All-American newspaper staffs provide this support. (See Table 52.)

28. Delegate Expenses at National Conferences

Approximately three-fifths of the parochial schools provide financial aid to send delegates to national conferences, according to this study, but only 5 per cent of the public and of the coeducational school staffs provide such support. Note that 35 per cent of the All-American staffs give some aid. (See Table 53.)

TABLE 49.--Quill and Scroll Subscriptions

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	37	56	7
Independent	30	33	60	7
Parochial	21	29	62	9
Coed.	579	36	57	7
4-year	293	39	56	5
3-year sr.	140	59	36	5
3-year jr.	65	4	80	16
5 or 6-year	85	21	71	8
Other	25	16	80	4
Students				
000-299	81	15	77	8
300-499	77	25	68	7
500-749	76	32	59	9
750-999	62	31	61	8
1000-1499	125	51	45	2
1500-2499	145	44	50	6
2500-3999	22	59	41	-
Duplicated	163	15	75	10
Offset	258	43	54	3
Letterpress	157	49	44	7
Weekly	51	53	43	4
Bi-Weekly	203	48	46	6
Tri-Weekly	50	48	46	6
Monthly	176	24	73	3
Other	107	23	66	11
No years	160	24	69	7
1 semester	34	56	44	-
1 year	132	36	58	6
2 years	135	46	48	6
2+ years	99	54	43	3
None	203	23	70	7
1-6	142	37	56	7
7-12	70	46	52	2
13-18	39	46	54	-
19-more	137	50	45	5
All-American	49	69	27	4
Ohio	173	32	58	10
Calif.	129	42	53	5
Maine	17	23	71	6
Mo.	59	32	59	9
Texas	105	30	62	8
Va.	69	32	64	4

TABLE 50.--Scholastic Editor Subscriptions

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	29	64	7
Independent	30	27	67	6
Parochial	21	38	52	10
Coed.	579	28	65	7
4-year	293	30	64	6
3-year sr.	140	50	46	4
3-year jr.	65	4	80	16
5 or 6-year	85	15	75	10
Other	25	12	84	4
Students				
000-299	81	14	79	7
300-499	77	17	74	9
500-749	76	20	68	12
750-999	62	23	66	11
1000-1499	125	33	63	4
1500-2499	145	44	50	6
2500-3999	22	55	45	-
Duplicated	163	10	81	11
Offset	258	33	64	3
Letterpress	137	43	51	6
Weekly	51	41	55	4
Bi-Weekly	203	39	55	6
Tri-Weekly	50	30	64	6
Monthly	176	20	75	5
Other	107	19	71	10
No years	160	11	81	8
1 semester	34	35	56	9
1 year	132	29	64	7
2 years	135	44	51	5
2+ years	99	48	51	1
None	203	14	79	7
1-6	142	30	63	7
7-12	70	31	62	7
13-18	39	59	38	3
19-more	137	45	50	5
All-American	49	86	12	2
Ohio	173	23	68	9
Calif.	129	39	57	4
Maine	17	-	88	12
Mo.	59	20	68	12
Texas	105	23	69	8
Va.	69	12	83	5

TABLE 51.--School Press Review Subscriptions

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	14	78	8
Independent	30	13	80	7
Parochial	21	10	81	9
Coed.	579	15	77	8
4-year	293	17	76	7
3-year sr.	140	18	75	7
3-year jr.	65	6	78	16
5 or 6-year	85	7	84	9
Other	25	12	84	4
Students				
000-299	81	5	85	10
300-499	77	9	81	10
500-749	76	12	76	12
750-999	62	13	76	11
1000-1499	125	12	82	6
1500-2499	145	24	69	7
2500-3999	22	23	77	-
Duplicated	163	4	83	13
Offset	258	15	80	5
Letterpress	157	24	70	6
Weekly	51	22	72	6
Bi-Weekly	203	18	75	7
Tri-Weekly	50	10	82	8
Monthly	176	12	83	5
Other	107	9	79	12
No years	160	10	80	10
1 semester	34	20	74	6
1 year	132	11	80	9
2 years	135	18	76	6
2+ years	99	22	75	3
None	203	8	84	8
1-6	142	12	80	8
7-12	70	16	73	11
13-18	39	31	69	-
19-more	137	22	72	6
All-American	49	35	63	2
Ohio	173	10	79	11
Calif.	129	13	82	5
Maine	17	-	88	12
Mo.	59	7	79	14
Texas	105	16	75	9
Va.	69	16	77	7

TABLE 52.--Delegate Expense at State Conferences

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	38	58	4
Independent	30	47	43	10
Parochial	21	43	43	14
Coed.	579	37	58	5
4-year	293	39	56	5
3-year sr.	140	49	48	3
3-year jr.	65	18	71	11
5 or 6-year	85	41	54	5
Other	25	20	76	4
Students				
000-299	81	26	65	9
300-499	77	30	62	8
500-749	76	29	64	7
750-999	62	34	61	5
1000-1499	125	43	54	3
1500-2499	145	50	46	4
2500-3999	22	55	45	-
Duplicated	163	24	69	7
Offset	258	43	55	2
Letterpress	157	50	46	4
Weekly	51	43	53	4
Bi-Weekly	203	43	54	3
Tri-Weekly	50	40	54	6
Monthly	176	33	63	4
Other	107	38	55	7
No years	160	33	60	7
1 semester	34	47	50	3
1 year	132	40	55	5
2 years	135	42	54	4
2+ years	99	45	54	1
None	203	30	66	4
1-6	142	41	54	5
7-12	70	44	52	4
13-18	39	36	64	-
19-more	137	49	47	4
All-American	49	51	47	2
Ohio	173	31	60	9
Calif.	129	39	59	2
Maine	17	6	88	6
Mo.	59	27	70	3
Texas	105	39	52	9
Va.	69	62	36	2

TABLE 53.--Delegate Expense at National Conferences

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	5	87	8
Independent	30	10	80	10
Parochial	21	29	62	9
Coed.	579	5	87	18
4-year	293	7	85	8
3-year sr.	140	8	87	5
3-year jr.	65	2	86	12
5 or 6-year	85	6	85	9
Other	25	4	92	4
Students				
000-299	81	4	86	10
300-499	77	-	90	10
500-749	76	8	84	8
750-999	62	11	79	10
1000-1499	125	6	88	6
1500-2499	145	8	85	7
2500-3999	22	9	91	-
Duplicated	163	2	87	11
Offset	258	8	88	4
Letterpress	157	7	87	6
Weekly	51	2	92	6
Bi-Weekly	203	7	86	7
Tri-Weekly	50	8	84	8
Monthly	176	7	89	4
Other	107	5	86	9
No years	160	5	87	8
1 semester	34	12	76	12
1 year	132	8	83	9
2 years	135	7	87	6
2+ years	99	6	91	3
None	203	3	90	7
1-6	142	7	86	7
7-12	70	13	79	8
13-18	39	10	87	3
19-more	137	8	87	5
All-American	49	35	63	2
Ohio	173	5	85	10
Calif.	129	3	91	6
Maine	17	-	94	6
Mo.	59	2	86	12
Texas	105	2	89	9
Va.	69	9	83	8

29. Summer School Press Institutes

Approximately one-fourth of the newspaper staffs help to finance staff members attending summer school press institutes, according to this study, but about double that number of All-American staffs provide this support. (See Table 54.)

30. Expenditures for Critical Services

Expenditures for critical service fees are made by 46 per cent of the public and of the coeducational high schools, according to this study. Whereas 62 per cent of the parochial schools seek evaluation, only 33 per cent of the independent schools pay the necessary fees.

Interest in critical services increases in 3-year and 4-year senior high schools, student enrollment, frequency of publication, availability of journalism instruction, and the number of hours of college journalism courses taken by the instructor. Thus, 71 per cent of the schools with advisers who have taken 19 or more semester hours of journalism in college use critical services whereas only 30 per cent of those with no journalism credit take such action. (See Table 55.)

31. Expenditures for Books for Staff Libraries

Only one-fourth of the public and coeducational high school newspaper budgets include funds for the purchase of books for the staff library, according to this study. The situation improves as enrollment grows. The frequency of publication, the number of journalism courses available, and the qualifications of the instructor also are factors. Note that 49 per cent of the All-American newspaper staffs provide funds for this purpose. (See Table 56.)

32. Expenditures for Typewriters and Repairs

Three out of ten public and coeducational newspaper staffs budget funds for typewriters and repairs, according to this study. The situation is slightly better in independent and parochial schools. To be sure, public schools may not have access to typewriters or the costs be met from other funds. (See Table 57.)

TABLE 54.--Summer School Press Institutes

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	24	70	6
Independent	30	27	63	10
Parochial	21	33	57	10
Coed.	579	24	70	6
4-year	293	24	70	6
3-year sr.	140	35	61	4
3-year jr.	65	3	83	14
5 or 6-year	85	24	69	7
Other	25	16	80	4
Students				
000-299	81	15	77	8
300-499	77	17	75	8
500-749	76	24	68	8
750-999	62	32	60	8
1000-1499	125	24	72	4
1500-2499	145	28	66	6
2500-3999	22	36	64	-
Duplicated	163	13	78	9
Offset	258	30	66	4
Letterpress	157	25	70	5
Weekly	51	29	69	2
Bi-Weekly	203	29	66	5
Tri-Weekly	50	20	74	6
Monthly	176	22	74	4
Other	107	18	71	11
No years	160	19	75	6
1 semester	34	32	62	6
1 year	132	23	67	10
2 years	135	29	67	4
2+ years	99	29	69	2
None	203	18	76	1
1-6	142	25	67	1
7-12	70	29	67	1
13-18	39	23	74	3
19-more	137	30	65	1
All-American	49	49	51	-
Ohio	173	31	60	9
Calif.	129	16	78	6
Maine	17	6	88	6
Mo.	59	12	81	7
Texas	105	24	68	8
Va.	69	19	74	7

TABLE 55.--Expenditures for Critical Services

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	46	49	5
Independent	30	33	60	7
Parochial	21	62	29	9
Coed.	579	46	48	6
4-year	293	49	46	5
3-year sr.	140	68	28	4
3-year jr.	65	12	75	13
5 or 6-year	85	32	61	7
Other	25	28	68	4
Students				
000-299	81	28	62	10
300-499	77	26	65	9
500-749	76	30	63	7
750-999	62	42	52	6
1000-1499	125	50	46	4
1500-2499	145	69	27	4
2500-3999	22	59	41	-
Duplicated	163	21	79	10
Offset	258	54	43	3
Letterpress	157	61	35	4
Weekly	51	61	35	4
Bi-Weekly	203	62	35	3
Tri-Weekly	50	46	46	8
Monthly	176	37	58	5
Other	107	27	66	7
No years	160	32	61	7
1 semester	34	53	44	3
1 year	132	42	52	6
2 years	135	66	31	3
2+ years	99	61	36	3
None	203	30	65	5
1-6	142	42	50	8
7-12	70	52	43	5
13-18	39	64	36	-
19-more	137	71	27	2
All-American	49	90	8	2
Ohio	173	31	59	10
Calif.	129	47	49	4
Maine	17	18	76	6
Mo.	59	39	54	7
Texas	105	62	31	7
Va.	69	42	55	3

TABLE 56.--Expenditures for Books for Staff Library

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	26	68	6
Independent	30	17	77	6
Parochial	21	33	57	10
Coed.	579	25	69	6
4-year	293	27	68	5
3-year sr.	140	33	61	6
3-year jr.	65	22	69	9
5 or 6-year	85	14	77	9
Other	25	20	76	4
Students				
000-299	81	20	74	10
300-499	77	14	78	8
500-749	76	26	66	8
750-999	62	21	71	8
1000-1499	125	27	68	5
1500-2499	145	35	61	4
2500-3999	22	41	59	-
Duplicated	163	20	71	9
Offset	258	24	72	4
Letterpress	157	35	60	5
Weekly	51	35	61	4
Bi-Weekly	203	30	65	5
Tri-Weekly	50	22	!2	6
Monthly	176	23	74	3
Other	107	20	71	9
No years	160	18	75	7
1 semester	34	23	71	6
1 year	132	26	68	6
2 years	135	32	64	4
2+ years	99	35	63	2
None	203	19	75	6
1-6	142	26	67	7
7-12	70	30	64	6
13-18	39	31	67	2
19-more	137	34	62	4
All-American	49	49	49	2
Ohio	173	15	76	9
Calif.	129	29	67	4
Maine	17	24	76	-
Mo.	59	22	68	10
Texas	105	33	60	7
Va.	69	20	71	9

TABLE 57.--Expenditures for Typewriters and Repairs

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	30	65	5
Independent	30	37	57	6
Parochial	21	33	57	10
Coed.	579	30	64	6
4-year	293	28	66	6
3-year sr.	140	39	56	5
3-year jr.	65	34	60	6
5 or 6-year	85	20	72	8
Other	25	36	60	4
Students				
000-299	81	27	64	9
300-499	77	15	74	11
500-749	76	38	55	7
750-999	62	42	52	6
1000-1499	125	23	72	5
1500-2499	145	38	58	4
2500-3999	22	27	73	-
Duplicated	163	25	66	9
Offset	258	36	61	3
Letterpress	157	27	68	5
Weekly	51	31	65	4
Bi-Weekly	203	36	59	5
Tri-Weekly	50	34	64	2
Monthly	176	27	69	4
Other	107	24	68	8
No years	160	26	68	6
1 semester	34	23	68	9
1 year	132	38	58	4
2 years	135	29	66	5
2+ years	99	40	58	2
None	203	19	76	5
1-6	142	32	61	7
7-12	70	40	56	4
13-18	39	38	62	-
19-more	137	41	54	5
All-American	49	41	57	2
Ohio	173	32	60	8
Calif.	129	33	65	2
Maine	17	12	82	6
Mo.	59	31	58	11
Texas	105	30	63	7
Va.	69	22	73	5

33. Expenditures for Staff Projects or Surveys

Approximately one-sixth of the public and coeducational high school newspaper staffs make expenditures for staff projects and studies, according to this study. As enrollment increases, the frequency of publication increases, the availability of journalism instruction increases, and the journalism courses taken increases, the prospect for such expenditures also increases. Note that 39 per cent of the All-American newspapers provide funds for this purpose. (See Table 58.)

34. Expenditures for Other Items and Services

Three out of ten public and coeducational high school newspapers make expenditures for items not listed here, according to this study. Travel may be such an item. (See Table 59.)

Conclusions

On the basis of data herein presented, these conclusions appear to be warranted:

1) Offset printing is the most common process used by high school newspaper staffs. Letterpress is not far ahead of duplicating.

2) Not even one-half of the newspapers are published every week or two weeks.

3) Expenditures for photography, photoengraving, supplies, postage and mailing, promotion, staff awards, staff banquets, membership in school press associations, national school press associations are reported by varying numbers of schools.

4) More than one-third of the newspaper staffs subscribe to Quill and Scroll, three-tenths to Scholastic Editor, and one-sixth to School Press Review.

5) Staffs may use funds to send delegates to school press conferences and summer school press institutes, to enter critical services, to buy books for the staff library, to pay for typewriter repairs, to pay for various projects and surveys, and for other items.

TABLE 58.--Expenditures for Staff Projects or Surveys

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	17	76	7
Independent	30	13	80	7
Parochial	21	19	71	10
Coed.	579	17	76	7
4-year	293	17	76	7
3-year sr.	140	21	74	5
3-year jr.	65	9	78	13
5 or 6-year	85	18	74	8
Other	25	12	84	4
Students				
000-299	81	8	84	8
300-499	77	9	81	10
500-749	76	20	74	6
750-999	62	16	72	10
1000-1499	125	18	78	4
1500-2499	145	25	69	6
2500-3999	22	14	86	-
Duplicated	163	11	78	11
Offset	258	18	78	4
Letterpress	157	21	73	6
Weekly	51	23	71	6
Bi-Weekly	203	24	70	6
Tri-Weekly	50	18	74	8
Monthly	176	11	84	5
Other	107	10	80	10
No years	160	12	80	8
1 semester	34	9	79	12
1 year	132	16	76	8
2 years	135	21	75	4
2+ years	99	27	70	3
None	203	10	82	8
1-6	142	17	76	7
7-12	70	20	73	7
13-18	39	23	74	3
19-more	137	26	70	4
All-American	49	39	59	2
Ohio	173	13	78	9
Calif.	129	15	79	6
Maine	17	12	82	6
Mo.	59	10	80	10
Texas	105	21	76	8
Va.	69	15	77	8

TABLE 59.--Expenditures for Other Items or Services

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	31	63	6
Independent	30	23	63	14
Parochial	21	33	57	10
Coed.	579	30	64	7
4-year	293	31	63	6
3-year sr.	140	33	62	5
3-year jr.	65	31	58	11
5 or 6-year	85	26	64	10
Other	25	16	80	4
Students				
000-299	81	20	70	10
300-499	77	23	66	11
500-749	76	29	63	8
750-999	62	35	53	10
1000-1499	125	33	62	5
1500-2499	145	36	59	5
2500-3999	22	18	82	-
Duplicated	163	30	62	8
Offset	258	34	62	4
Letterpress	157	25	68	7
Weekly	51	47	49	4
Bi-Weekly	203	32	61	7
Tri-Weekly	50	32	62	6
Monthly	176	27	69	4
Other	107	24	66	10
No years	160	26	67	7
1 semester	34	32	56	12
1 year	132	33	61	6
2 years	135	31	63	6
2+ years	99	39	59	2
None	203	25	68	7
1-6	142	30	64	6
7-12	70	36	59	5
13-18	39	38	59	3
19-more	137	35	58	7
All-American	49	47	51	2
Ohio	173	29	62	7
Calif.	129	29	68	3
Maine	17	35	59	6
Mo.	59	24	64	12
Texas	105	34	56	10
Va.	69	23	68	9

CHAPTER IV

CIRCULATION

The high school newspaper is primarily for students; hence, the students should pay for it. While this is a common assumption, the circulation policies and procedures vary. One may suggest that the student newspaper would be better if it had better student support or that the support would be better if the paper were better.

1. Economic Status of Students

More than three-fifths of the students in the public and coeducational schools are in the middle class, according to this study, but about one-fifth are in the lower class. (See Table 60.)

2. Sale of Single Copies

To what extent do high school newspapers derive income from the sale of single copies?

On the basis of data presented herein, these comments appear to be warranted:

1) Staffs of public high schools rely on this source more than those of other high schools, particularly parochial schools.

2) Staffs of 3-year and 4-year senior high schools rely on this source less than those of other high schools.

3) Staffs in schools with enrollment from 300 to 1500 students rely more on this source than do those in smaller or bigger schools.

4) Staffs of duplicated newspapers rely more on the single sale of copies than do other staffs.

5) As the frequency of publication decreases the dependence on single sales as a source of income increases.

TABLE 60.--Economic Status of Students

Kind of School	No. of Cases	Upper	Middle	Lower	Don't Know
Public	548	9	62	20	9
Independent	30	27	70	-	3
Parochial	21	-	72	14	14
Coed.	579	10	62	19	9
4-year	293	9	63	19	9
3-year sr.	140	8	74	15	3
3-year jr.	65	6	60	17	17
5 or 6-year	85	8	50	29	13
Other	25	36	48	4	12
Students					
000-299	81	11	51	22	16
300-499	77	5	63	22	10
500-749	76	8	63	16	13
750-999	62	5	66	13	16
1000-1499	125	13	62	22	4
1500-2499	145	10	68	19	3
2500-3999	22	9	82	4	6
Duplicated	163	8	53	23	16
Offset	258	10	69	16	5
Letterpress	157	11	64	20	5
Weekly	51	6	72	16	6
Bi-Weekly	203	12	62	18	8
Tri-Weekly	50	8	72	16	4
Monthly	176	8	62	20	10
Other	107	8	58	25	9
No years	160	9	59	22	10
1 semester	34	6	73	15	6
1 year	132	14	66	15	5
2 years	135	8	68	18	6
2+ years	99	8	67	20	5
None	203	6	61	22	11
1-6	142	8	66	21	5
7-12	70	10	73	14	3
13-18	39	18	61	13	7
19-more	137	15	62	18	5
All-American	49	18	72	6	4
Ohio	173	4	72	10	14
Calif.	129	8	64	19	9
Maine	17	6	53	35	5
Mo.	59	5	63	22	10
Texas	105	17	47	27	9
Va.	69	13	58	25	4

6) Staffs in schools which provide journalism instruction are somewhat less likely to rely on this source.

7) Staffs in schools in which the newspaper adviser has had no hour or few hours of journalism credit are more likely to rely on this source than other staffs, but only 37 per cent of the All-American newspapers use this source.

8) Only 28 per cent of the California newspaper staffs use this source, but more than three out of five of the staffs in Ohio, Maine, Texas, and Virginia rely on single sales as a source. (See Table 61.)

3. Student Subscriptions

To what extent do newspaper staffs rely upon the sale of subscriptions (by the year or the semester) to students?

On the basis of data presented herein, these comments appear to be warranted:

1) Staffs of public school newspapers rely less on the sale of subscriptions to students than do non-public schools.

2) Staffs of 3-year senior high schools lean more heavily on this source than do those in other schools whereas staffs of 3-year junior high schools give this source less emphasis than other schools.

3) As school enrollment increases emphasis on the sale of subscriptions increases.

4) Staffs of printed newspapers depend on these sources more than do those of duplicated newspapers.

5) Staffs of weekly newspapers give the least emphasis whereas staffs of newspapers published every two weeks give the most emphasis.

6) Staffs in schools with instruction in journalism with credit indicate more emphasis than in schools which do not offer credit; however, when instruction exceeds two years then there is less emphasis.

TABLE 61.--Circulation Revenue from the Sale of Single Copies

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	53	42	5
Independent	30	47	53	-
Parochial	21	33	67	-
Coed.	579	53	43	4
4-year	293	51	45	4
3-year sr.	140	49	50	1
3-year jr.	65	57	34	9
5 or 6-year	85	57	36	7
Other	25	56	40	4
Students				
000-299	81	49	46	5
300-499	77	58	35	6
500-749	76	61	33	6
750-999	62	58	35	7
1000-1499	125	55	43	2
1500-2499	145	46	50	4
2500-3999	22	27	73	-
Duplicated	163	60	33	7
Offset	258	51	47	2
Letterpress	157	44	52	4
Weekly	51	39	55	6
Bi-Weekly	203	45	51	4
Tri-Weekly	50	58	40	2
Monthly	176	54	42	4
Other	107	64	33	3
No years	160	58	41	1
1 semester	34	50	41	9
1 year	132	55	39	6
2 years	135	53	42	5
2+ years	99	34	65	1
None	203	58	39	3
1-6	142	53	42	5
7-12	70	49	50	1
13-18	39	31	64	5
19-more	137	50	45	5
All-American	49	37	61	2
Ohio	173	61	33	6
Calif.	129	28	69	3
Maine	17	65	35	-
Mo.	59	49	42	9
Texas	105	69	25	6
Va.	69	61	35	4

7) Staffs with newspaper advisers who have professional preparation in college journalism generally give more emphasis than do those whose advisers lack this preparation.

8) Nearly three out of four All-American newspaper staffs rely on subscriptions from students.

9) Only 22 per cent of the California high school newspaper staffs rely on the sale of subscriptions, but in most of the other states more than twice as many rely on this source.

(See Table 62.)

4. Faculty Subscriptions

To what extent do staffs rely upon faculty subscriptions as a source of circulation revenue?

On the basis of the data presented herein, these comments appear to be warranted:

1) Attempts to obtain revenue by selling subscriptions to the faculty generally appear to be unsuccessful.

2) Teachers apparently either do not want the newspaper or expect to receive it without charge.

3) Teachers also may or may not be admitted to games, concerts, plays, and other school events for which an admission fee normally is charged.

(See Table 63.)

5. Alumni Subscriptions

To what extent do high school newspaper staffs rely upon the sale of subscriptions as a source of circulation revenue?

On the basis of data presented herein (see Table 64), these answers appear to be warranted:

TABLE 62.--Circulation Revenue from the Sale of Subscriptions to Students

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	45	50	5
Independent	30	60	37	3
Parochial	21	67	33	-
Coed.	579	45	50	5
4-year	293	43	52	3
3-year sr.	140	60	39	1
3-year jr.	65	32	59	9
5 or 6-year	85	45	46	9
Other	25	40	52	8
Students				
000-299	81	38	52	10
300-499	77	34	57	9
500-749	76	43	49	8
750-999	62	48	47	5
1000-1499	125	47	50	3
1500-2499	145	52	44	4
2500-3999	22	55	45	-
Duplicated	163	32	58	10
Offset	258	52	46	2
Letterpress	157	51	46	3
Weekly	51	29	61	10
Bi-Weekly	203	52	44	4
Tri-Weekly	50	42	54	4
Monthly	176	46	50	4
Other	107	45	50	5
No years	160	44	52	4
1 semester	34	59	35	6
1 year	132	54	40	6
2 years	135	51	44	5
2+ years	99	36	62	2
None	203	41	53	6
1-6	142	48	47	5
7-12	70	48	49	3
13-18	39	36	62	2
19-more	137	56	40	4
All-American	49	73	25	2
Ohio	173	55	39	6
Calif.	129	22	73	5
Maine	17	41	53	6
Mo.	59	46	44	10
Texas	105	43	49	8
Va.	69	54	42	4

TABLE 63.--Circulation Revenue from the Sale of Subscriptions to Faculty

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	17	76	7
Independent	30	14	83	3
Parochial	21	5	95	-
Coed.	579	17	77	6
4-year	293	16	78	6
3-year sr.	140	20	76	4
3-year jr.	65	5	83	12
5 or 6-year	85	21	68	11
Other	25	12	84	4
Students				
000-299	81	17	74	9
300-499	77	14	77	9
500-749	76	21	72	7
750-999	62	8	84	8
1000-1499	125	19	76	5
1500-2499	145	13	81	6
2500-3999	22	23	77	-
Duplicated	163	14	76	10
Offset	258	17	80	3
Letterpress	157	17	78	5
Weekly	51	18	72	10
Bi-Weekly	203	17	77	6
Tri-Weekly	50	22	72	6
Monthly	176	16	80	4
Other	107	11	83	6
No years	160	15	80	5
1 semester	34	32	59	9
1 year	132	20	72	8
2 years	135	15	80	5
2+ years	99	13	85	2
None	203	17	76	7
1-6	142	18	76	6
7-12	70	22	74	4
13-18	39	13	85	2
19-more	137	12	82	6
All-American	49	18	80	2
Ohio	173	22	71	7
Calif.	129	9	85	6
Maine	17	6	88	6
Mo.	59	17	75	8
Texas	105	12	78	10
Va.	69	25	68	7

TABLE 64.--Circulation Revenue from the Sale of Subscriptions to Alumni

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	25	69	6
Independent	30	44	53	3
Parochial	21	38	62	-
Coed.	579	25	69	6
4-year	293	24	71	5
3-year sr.	140	35	61	4
3-year jr.	65	-	88	12
5 or 6-year	85	35	56	9
Other	25	24	72	4
Students				
000-299	81	31	60	9
300-499	77	14	77	9
500-749	76	26	67	7
750-999	62	26	68	6
1000-1499	125	30	66	4
1500-2499	145	25	69	6
2500-3999	22	18	82	-
Duplicated	163	17	73	10
Offset	258	27	70	3
Letterpress	157	32	64	4
Weekly	51	25	65	10
Bi-Weekly	203	30	65	5
Tri-Weekly	50	30	64	6
Monthly	176	22	74	4
Other	107	20	75	5
No years	160	23	72	5
1 semester	34	41	50	9
1 year	132	33	61	6
2 years	135	26	69	5
2+ years	99	19	78	3
None	203	21	72	7
1-6	142	28	67	5
7-12	70	34	63	3
13-18	39	23	74	3
19-more	137	30	64	6
All-American	49	57	41	2
Ohio	173	27	66	7
Calif.	129	10	84	6
Maine	17	18	76	6
Mo.	59	22	70	8
Texas	105	26	65	9
Va.	69	35	59	6

1) About two out of five staffs of non-public school newspapers and about one out of four staffs of public school newspapers rely on alumni subscriptions as a source of circulation revenue.

2) No junior high school staffs attempt to sell subscriptions to alumni.

3) The staffs of 57 per cent of the All-American newspapers sell subscriptions to alumni.

4) The other data appear to have limited significance.

6. Other Subscriptions

To what extent do high school newspaper staffs rely upon the sale of subscriptions to other persons as a source of circulation revenue?

On the basis of the answers presented herein (see Table 65), these comments appear to be warranted:

1) From about one-fifth to about one-third of the newspaper staffs sell subscriptions to other persons--parents, patrons, businessmen, suppliers, or professional men.

2) This practice is more common in non-public than public schools.

3) About one staff in twelve in junior high schools relies on this source.

4) Staffs with journalism instruction for credit are more likely to use this source than other staffs.

5) Staffs whose adviser has professional preparation in college journalism courses are more likely to develop this source than other staffs.

6) All-American staffs are much more likely to use this source than other staffs, probably because they have a quality product.

TABLE 65.--Circulation Revenue from the Sale of Subscriptions to Other Persons

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	22	71	7
Independent	30	24	73	3
Parochial	21	33	67	-
Coed.	579	22	71	7
4-year	293	23	71	6
3-year sr.	140	23	73	4
3-year jr.	65	8	77	15
5 or 6-year	85	26	67	7
Other	25	28	68	4
Students				
000-299	81	25	69	6
300-499	77	17	73	10
500-749	76	21	72	7
750-999	62	16	75	7
1000-1499	125	22	73	5
1500-2499	145	26	67	7
2500-3999	22	23	77	-
Duplicated	163	16	73	11
Offset	258	24	73	3
Letterpress	157	26	69	5
Weekly	51	20	72	8
Bi-Weekly	203	27	67	6
Tri-Weekly	50	18	76	6
Monthly	176	21	74	5
Other	107	18	77	5
No years	160	17	77	6
1 semester	34	32	53	15
1 year	132	25	68	7
2 years	135	25	70	5
2+ years	99	23	73	4
None	203	14	79	7
1-6	142	27	67	6
7-12	70	26	70	4
13-18	39	26	72	2
19-more	137	29	64	7
All-American	49	41	57	2
Ohio	173	19	73	8
Calif.	129	14	79	7
Maine	17	12	82	6
Mo.	59	29	63	8
Texas	105	21	69	10
Va.	69	30	64	6

7. Bound Copies

To what extent do high school newspaper staffs rely on the sale of bound copies as a source of circulation revenue?

On the basis of data presented herein (see Table 66), this answer appears to be warranted:

1) Relatively few staffs attempt to sell bound copies of their newspaper at the end of the year, but one All-American newspaper staff in seven uses this source.

8. Free Copies for Students

The high school newspaper is circulated free to 30 per cent of the public and coeducational high schools, according to this study. The percentage is higher in independent schools, lower in parochial schools. Only 20 per cent of the All-American newspaper staffs give away copies. (See Table 67.)

9. Free Copies to Alumni--Last Year's Staff

Free copies are given to alumni on last year's newspaper staff by 24 per cent of the public, parochial, and coeducational high schools, according to this study, but by 33 per cent of the independent schools and 63 per cent of the All-American staffs. (See Table 68.)

10. Free Copies to Alumni--Servicemen

Less than one-fourth of the public and coeducational high school staffs send newspapers to alumni who are servicemen, according to this study. The parochial schools and All-American staffs report 33 per cent and 35 per cent respectively. (See Table 69.)

11. Free Copies to Other Alumni

Approximately one-eighth of the public and coeducational staffs send free copies of the newspaper to other alumni, according to this study, but independent and parochial staffs report 24 per cent and 29 per cent respectively. (See Table 70.)

TABLE 66.--Circulation Revenue from the Sale of Bound Copies

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	6	87	7
Independent	30	7	90	3
Parochial	21	5	95	-
Coed.	579	6	87	7
4-year	293	9	85	6
3-year sr.	140	6	90	4
3-year jr.	65	-	88	12
5 or 6-year	85	4	87	9
Other	25	-	96	4
Students				
000-299	81	3	90	7
300-499	77	1	87	12
500-749	76	5	88	13
750-999	62	3	89	12
1000-1499	125	8	86	6
1500-2499	145	10	84	6
2500-3999	22	18	82	-
Duplicated	163	2	87	11
Offset	258	7	89	4
Letterpress	157	10	86	4
Weekly	51	18	76	6
Bi-Weekly	203	6	87	7
Tri-Weekly	50	10	84	6
Monthly	176	4	90	6
Other	107	3	91	6
No years	160	3	92	5
1 semester	34	3	85	12
1 year	132	7	85	8
2 years	135	5	89	6
2+ years	99	16	82	2
None	203	3	90	7
1-6	142	4	89	7
7-12	70	12	84	4
13-18	39	10	87	3
19-more	137	10	84	6
All-American	49	14	84	2
Ohio	173	3	88	9
Calif.	129	10	85	5
Maine	17	-	94	6
Mo.	59	2	88	10
Texas	105	8	84	8
Va.	69	4	89	7

TABLE 67.--Extent to Which Students Receive Newspaper Free

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	30	65	5
Independent	30	37	60	3
Parochial	21	14	71	15
Coed.	579	30	64	6
4-year	293	31	64	5
3-year sr.	140	26	71	3
3-year jr.	65	38	52	10
5 or 6-year	85	28	64	8
Other	25	24	72	4
Students				
000-299	81	31	61	8
300-499	77	29	65	6
500-749	76	28	64	8
750-999	62	21	71	8
1000-1499	125	31	65	4
1500-2499	145	35	61	4
2500-3999	22	32	68	-
Duplicated	163	34	60	6
Offset	258	26	71	3
Letterpress	157	35	60	5
Weekly	51	39	59	2
Bi-Weekly	203	33	64	3
Tri-Weekly	50	24	68	8
Monthly	176	32	66	2
Other	107	21	70	9
No years	160	22	72	6
1 semester	34	32	62	6
1 year	132	23	71	6
2 years	135	33	64	3
2+ years	99	53	47	-
None	203	23	71	6
1-6	142	32	64	4
7-12	70	42	54	4
13-18	39	44	54	2
19-more	137	30	66	4
All-American	49	20	78	2
Ohio	173	14	78	8
Calif.	129	68	30	2
Maine	17	18	76	6
Mo.	59	34	59	7
Texas	105	16	76	8
Va.	69	18	75	7

TABLE 68.--Free Copies to Alumni--Last Year's Staff

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	24	69	7
Independent	30	33	57	10
Parochial	21	24	67	9
Coed.	579	24	69	7
4-year	293	25	68	7
3-year sr.	140	40	55	5
3-year jr.	65	2	89	9
5 or 6-year	85	21	71	8
Other	25	16	80	4
Students				
000-299	81	20	70	10
300-499	77	13	78	9
500-749	76	25	67	8
750-999	62	21	71	8
1000-1499	125	21	73	6
1500-2499	145	34	59	7
2500-3999	22	45	55	-
Duplicated	163	11	81	8
Offset	258	31	66	3
Letterpress	157	31	61	8
Weekly	51	18	78	4
Bi-Weekly	203	33	61	6
Tri-Weekly	50	26	66	8
Monthly	176	21	74	5
Other	107	17	74	9
No years	160	19	73	8
1 semester	34	29	62	9
1 year	132	23	71	6
2 years	135	26	68	6
2+ years	99	41	57	2
None	203	14	80	6
1-6	142	29	65	6
7-12	70	31	63	6
13-18	39	39	56	5
19-more	137	32	61	7
All-American	49	63	33	4
Ohio	173	20	71	9
Calif.	129	26	70	4
Maine	17	6	88	6
Mo.	59	20	73	7
Texas	105	20	68	12
Va.	69	19	74	7

TABLE 69.--Free Copies to Alumni--Servicemen

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	22	71	7
Independent	30	13	80	7
Parochial	21	33	67	-
Coed.	579	22	71	7
4-year	293	26	68	6
3-year sr.	140	26	68	6
3-year jr.	65	2	89	9
5 or 6-year	85	20	72	8
Other	25	8	88	4
Students				
000-299	81	20	71	9
300-499	77	23	68	9
500-749	76	22	73	5
750-999	62	6	86	6
1000-1499	125	22	73	5
1500-2499	145	26	66	8
2500-3999	22	32	68	-
Duplicated	163	16	75	9
Offset	258	21	75	3
Letterpress	157	31	62	7
Weekly	51	22	76	2
Bi-Weekly	203	26	66	8
Tri-Weekly	50	24	70	6
Monthly	176	19	76	5
Other	107	20	74	6
No years	160	16	78	6
1 semester	34	23	74	3
1 year	132	20	73	7
2 years	135	26	67	7
2+ years	99	35	61	4
None	203	17	76	7
1-6	142	19	75	6
7-12	70	24	72	4
13-18	39	28	67	5
19-more	137	29	64	7
All-American	49	35	57	8
Ohio	173	22	70	8
Calif.	129	28	68	4
Maine	17	6	82	12
Mo.	59	19	73	8
Texas	105	17	73	10
Va.	69	13	80	7

TABLE 70.--Free Copies to Other Alumni

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	12	82	6
Independent	30	24	70	6
Parochial	21	29	71	-
Coed.	579	12	82	6
4-year	293	15	78	7
3-year sr.	140	14	82	4
3-year jr.	65	3	88	9
5 or 6-year	85	13	79	8
Other	25	12	84	4
Students				
000-299	81	17	17	6
300-499	77	11	78	11
500-749	76	12	82	6
750-999	62	13	81	6
1000-1499	125	8	86	6
1500-2499	145	16	78	6
2500-3999	22	18	82	-
Duplicated	163	9	83	8
Offset	258	12	84	4
Letterpress	157	20	75	5
Weekly	51	14	82	4
Bi-Weekly	203	11	82	7
Tri-Weekly	50	10	84	6
Monthly	176	15	80	5
Other	107	15	78	7
No years	160	13	81	6
1 semester	34	23	71	6
1 year	132	11	82	7
2 years	135	13	81	6
2+ years	99	15	81	4
None	203	11	82	7
1-6	142	14	81	5
7-12	70	19	77	4
13-18	39	15	82	3
19-more	137	14	80	6
All-American	49	16	82	2
Ohio	173	13	81	6
Calif.	129	13	82	5
Maine	17	12	76	12
Mo.	59	10	81	9
Texas	105	11	78	10
Va.	69	10	83	7

12. Free Copies to Employees

More than three-fourths of the public and coeducational staffs give free copies of the newspaper to academic and non-academic employees, according to this study. Independent and parochial schools report 87 per cent and 90 per cent respectively. All-American staffs report 90 per cent too. (See Table 71.)

13. Free Copies to Members of the Board of Education

Nearly three out of five public and coeducational staffs give free copies of the newspaper to members of the board of education, according to this study, but independent and parochial schools are less likely to do so. Note that 86 per cent of the All-American schools have this policy. (See Table 72.)

14. Free Copies to Local Newspapers

Approximately one-half of the public and coeducational staffs provide local newspapers with free copies of the school newspaper, according to this study, but 82 per cent of the All-American staffs have this policy. (See Table 73.)

15. Free Copies to School Library

Non-public high school newspaper staffs are more generous in providing free copies to the school library than are public high school staffs, according to this study. The extent to which this is done increases as does the frequency of publication, size of the school, availability of journalism, and the number of college journalism hours taken by the adviser. Note that All-American staffs in nine instances out of ten follow this policy. The practice is most common in California and least common in Texas and Ohio of the six states in this study. (See Table 74.)

16. Free Copies to the Public Library

Newspaper staffs forget their public relations role in their reluctance to send copies to public libraries, for not even one staff in five tries to build good will this way,

TABLE 71.--Free Copies to Academic and Non-Academic Employees

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	77	21	2
Independent	30	87	13	-
Parochial	21	90	10	-
Coed.	579	20	3	-
4-year	293	75	23	2
3-year sr.	140	85	14	1
3-year jr.	65	89	8	3
5 or 6-year	85	67	28	5
Other	25	88	12	-
Students				
000-299	81	68	25	7
300-499	77	66	29	5
500-749	76	74	25	1
750-999	62	77	21	2
1000-1499	125	79	20	1
1500-2499	145	89	9	2
2500-3999	22	95	5	-
Duplicated	163	79	18	3
Offset	258	77	22	1
Letterpress	157	82	17	1
Weekly	51	74	24	2
Bi-Weekly	203	81	17	2
Tri-Weekly	50	70	26	4
Monthly	176	77	21	2
Other	107	81	17	2
No years	160	79	18	3
1 semester	34	65	32	3
1 year	132	70	28	2
2 years	135	83	16	1
2+ years	99	94	6	-
None	203	67	30	3
1-6	142	82	16	2
7-12	70	80	19	1
13-18	39	90	10	-
19-more	137	88	10	2
All-American	49	90	10	-
Ohio	173	66	30	4
Calif.	129	96	4	-
Maine	17	100	-	-
Mo.	59	76	17	7
Texas	105	70	24	5
Va.	69	68	30	2

TABLE 72.--Free Copies to Members of the Board of Education

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	60	36	4
Independent	30	53	37	10
Parochial	21	48	52	-
Coed.	579	59	36	5
4-year	293	57	39	4
3-year sr.	140	77	22	1
3-year jr.	65	42	49	9
5 or 6-year	85	50	42	8
Other	25	52	44	4
Students				
000-299	81	43	51	6
300-499	77	38	53	9
500-749	76	50	45	5
750-999	62	64	31	5
1000-1499	125	70	28	2
1500-2499	145	68	29	3
2500-3999	22	73	23	4
Duplicated	163	43	51	6
Offset	258	62	36	2
Letterpress	157	71	25	4
Weekly	51	51	45	4
Bi-Weekly	203	67	30	3
Tri-Weekly	50	66	32	2
Monthly	176	58	38	4
Other	107	45	50	5
No years	160	51	45	4
1 semester	34	74	23	3
1 year	132	57	38	5
2 years	135	67	30	3
2+ years	99	72	27	1
None	203	47	49	4
1-6	142	56	38	6
7-12	70	63	36	1
13-18	39	79	18	3
19-more	137	74	23	3
All-American	49	86	12	2
Ohio	173	55	39	6
Calif.	129	67	30	3
Maine	17	41	53	6
Mo.	59	59	37	4
Texas	105	49	45	6
Va.	69	52	45	3

TABLE 73.--Free Copies to Local Newspapers

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	50	46	4
Independent	30	43	50	7
Parochial	21	67	33	-
Coed.	579	48	47	5
4-year	293	52	44	4
3-year sr.	140	67	31	2
3-year jr.	65	23	69	8
5 or 6-year	85	35	57	8
Other	25	40	56	4
Students				
000-299	87	32	59	9
300-499	77	33	58	9
500-749	76	42	54	4
750-999	62	48	47	3
1000-1499	125	58	39	3
1500-2499	145	63	34	3
2500-3999	22	59	41	-
Duplicated	163	31	62	7
Offset	258	55	42	3
Letterpress	157	60	37	3
Weekly	51	61	35	4
Bi-Weekly	203	58	38	4
Tri-Weekly	50	50	46	4
Monthly	176	43	53	4
Other	107	37	56	7
No years	160	38	56	6
1 semester	34	59	38	3
1 year	132	50	47	3
2 years	135	59	37	4
2+ years	99	66	32	2
None	203	35	60	5
1-6	142	44	51	5
7-12	70	60	37	3
13-18	39	72	28	-
19-more	137	68	28	4
All-American	49	82	18	-
Ohio	173	44	49	7
Calif.	129	58	40	2
Maine	17	12	82	6
Mo.	59	41	52	7
Texas	105	48	44	8
Va.	69	39	55	6

TABLE 74.--Free Copies to School Library

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	69	26	5
Independent	30	84	13	3
Parochial	21	71	29	-
Coed.	579	69	26	5
4-year	293	68	27	5
3-year sr.	140	82	15	3
3-year jr.	65	62	29	9
5 or 6-year	85	64	29	7
Other	25	72	24	4
Students				
000-299	81	49	43	8
300-499	77	64	29	7
500-749	76	67	28	5
750-999	62	68	24	8
1000-1499	125	74	24	2
1500-2499	145	81	15	3
2500-3999	22	86	14	-
Duplicated	163	54	39	7
Offset	258	77	20	3
Letterpress	157	79	18	3
Weekly	51	76	20	4
Bi-Weekly	203	75	21	4
Tri-Weekly	50	74	20	6
Monthly	176	68	29	3
Other	107	64	30	6
No years	160	68	29	3
1 semester	34	68	29	3
1 year	132	65	30	5
2 years	135	75	21	4
2+ years	99	87	11	2
None	203	59	35	6
1-6	142	76	20	4
7-12	70	77	20	3
13-18	39	74	26	-
19-more	137	79	17	4
All-American	49	90	10	-
Ohio	173	62	31	7
Calif.	129	81	16	3
Maine	17	71	29	-
Mo.	59	64	27	9
Texas	105	62	30	8
Va.	69	68	26	6

according to this study. Only 49 per cent of the All-American staffs do so. In general the likelihood of such a policy increases with enrollment, frequency of publication, availability of journalism instruction, and semester hours in journalism taken by the adviser. (See Table 75.)

17. Student Subscriptions

"Five Factors in the Success of High School Newspapers" reports that

> one-third of the high schools do not sell newspaper subscriptions, according to Table 76. Nearly one-sixth charge less than $.75 a semester and nearly one-eighth charge more than $1.50 a semester. The higher rates are more common in non-public schools. It should be noted that the sizes of newspapers and the frequency of publication vary as do also the production methods.

> One Gallup newspaper in nine charges less than $.75 a semester and only a little more than one-fifth do not sell subscriptions, as Table 77 indicates. Nearly one-half charge from $.75 to $1.24 a subscription. Gallup newspaper staffs are more likely to have slightly higher rates than other newspapers.

TABLE 76.--Semester Subscription Prices as Reported by Public and Non-Public High School Newspapers (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Not solicited	136	35	102	38	34	28
Less than $.50	11	3	10	4	1	1
$.50 - $.74	49	13	39	15	12	8
$.75 - $.99	45	11	28	11	17	19
$1.00 - $1.24	76	20	45	17	31	25
$1.25 - $1.49	21	5	14	5	7	6
$1.50 or more	49	13	27	10	22	13

> In the southeastern study subscriptions seldom cost more than $1 a semester or less than $.50. Nearly one-tenth charged from $1 to $1.50 and a few charged more. In Kentucky 54.4 per cent of the staffs did not solicit subscriptions. Rates charged per semester were: less than

TABLE 75.--Free Copy to the Public Library

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	18	75	7
Independent	30	17	77	6
Parochial	21	19	81	-
Coed.	579	18	75	7
4-year	293	22	71	7
3-year sr.	140	26	70	4
3-year jr.	65	3	88	9
5 or 6-year	85	8	83	9
Other	25	8	88	4
Students				
000-299	81	11	79	10
300-499	77	8	82	10
500-749	76	13	82	5
750-999	62	16	76	8
1000-1499	125	17	76	7
1500-2499	145	27	68	5
2500-3999	22	50	50	-
Duplicated	163	5	85	10
Offset	258	22	74	4
Letterpress	157	26	69	5
Weekly	51	35	61	4
Bi-Weekly	203	23	70	7
Tri-Weekly	50	18	74	8
Monthly	176	15	82	3
Other	107	7	85	8
No years	160	9	85	6
1 semester	34	23	71	6
1 year	132	18	76	6
2 years	135	22	73	5
2+ years	99	33	63	4
None	203	8	85	7
1-6	142	20	74	6
7-12	70	26	70	4
13-18	39	33	64	3
19-more	137	26	67	7
All-American	49	49	49	2
Ohio	173	14	78	8
Calif.	129	22	73	5
Maine	17	23	71	6
Mo.	59	12	78	10
Texas	105	13	77	10
Va.	69	12	80	8

> $.50, 2.6 per cent; $.50-$.99, 8.8 per cent; $1-$1.49, 7.0 per cent; $1.50 or more, 8.8 per cent. More than one-fifth did not report on this item.

TABLE 77.--Semester Subscription Prices as Reported by Gallup and First Class Newspapers (FFSHSN)

	Gallup		First Class	
	Cases	Per Cent	Cases	Per Cent
Not solicited	10	21	44	31
Less than $.50	1	2	3	2
$.50 - $.74	4	9	25	18
$.75 - $.99	9	19	13	9
$1.00 - $1.24	14	30	29	20
$1.25 - $1.49	3	6	9	6
$1.50 or more	6	13	20	14

Less than 50 per cent of the public and coeducational schools have 60 to 100 per cent of the students subscribing to the newspaper, according to this study, but 83 per cent of the parochial and 61 per cent of the independent have such a record. Note that 78 per cent of All-American newspapers attract 60 per cent or more of the students to subscribe. (See Table 78.)

18. Prices of Single Copies

"Five Factors in the Success of High School Newspapers" reports that

> more than one-fourth of the high schools distribute their newspapers free, according to Table 79. This practice is slightly more common in public than in non-public high schools. More than a fourth of the schools charge only $.10 a copy, but nearly one-sixth charge more than $.20.
>
> Only one Gallup newspaper in eight is distributed free, as Table 80 indicates. Two out of five charge $.10 a copy, and one-sixth charge more than $.20 a copy.
>
> In the southeastern study about two schools out of five charged $.10 a copy, although one in seven charged nothing. One-fifth charged $.15, and one-tenth charged $.20 or more.

TABLE 78.--Student Subscriptions

Kind of School	No. of Cases	90-100 Per Cent	75-89 Per Cent	60-74 Per Cent	45-59 Per Cent	Under 44 Per Cent	No An-swer
Public	548	20	13	15	16	16	20
Independent	30	47	7	7	7	16	16
Parochial	21	48	5	28	5	5	9
Coed.	579	21	12	15	15	16	21
4-year	293	24	11	15	14	13	23
3-year sr.	140	21	14	17	19	18	11
3-year jr.	65	21	11	14	12	11	31
5 or 6-year	85	22	8	13	15	24	18
Other	25	16	36	4	12	12	20
Students							
000-299	81	30	11	7	16	9	27
300-499	77	26	11	14	14	8	27
500-749	76	24	12	14	13	20	17
750-999	62	15	16	19	13	18	19
1000-1499	125	20	10	15	18	20	17
1500-2499	145	23	14	19	11	17	16
2500-3999	22	18	14	5	18	18	27
Duplicated	163	19	15	14	13	10	29
Offset	258	11	16	3	9	3	58
Letterpress	157	27	10	15	13	20	15
Weekly	51	19	8	12	12	18	31
Bi-Weekly	203	22	15	16	17	14	16
Tri-Weekly	50	18	12	18	18	16	18
Monthly	176	26	13	11	14	16	20
Other	107	22	11	19	14	18	16
No years	160	25	15	13	16	15	16
1 semester	34	21	15	23	6	20	15
1 year	132	21	8	14	19	16	20
2 years	135	24	11	16	15	19	15
2+ years	99	27	13	14	14	12	20
None	203	20	11	12	22	12	23
1-6	142	24	13	15	10	20	18
7-12	70	24	16	13	14	14	19
13-18	39	36	13	18	5	15	13
19-more	137	23	14	20	14	17	12
All-American	49	43	17	18	12	4	6
Ohio	173	19	10	18	17	22	14
Calif.	129	26	13	13	9	8	31
Maine	17	23	18	12	6	12	29
Mo.	59	24	14	10	19	8	25
Texas	105	11	13	12	18	20	26
Va.	69	22	10	16	19	20	13

In the Kentucky study the sale of single copies was as follows: free, 17.5 per cent; $.05 a copy, 6.1 per cent; $.10 a copy, 32.5 per cent; $.15 a copy, 14.0 per cent; $.20 a copy, 7.0 per cent; more than $.20 a copy, 8.8 per cent.

TABLE 79.--Prices Charged for Single Copies of High School Newspaper as Reported by Public and Non-Public High School Advisers (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Free	104	28	74	29	30	25
$.05 a copy	13	3	10	3	3	3
$.10 a copy	99	26	88	34	11	9
$.15 a copy	68	18	56	22	12	10
$.20 a copy	31	8	18	8	13	11
More than $.20	62	17	12	5	50	42

TABLE 80.--Prices Charged for Single Copies of High School Newspaper as Reported by Gallup, First Class, and Second Class Newspapers (FFSHSN)

	Gallup		First Class		Second Class	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Free	5	12	37	26	26	37
$.05 a copy	-	-	5	4	2	3
$.10 a copy	18	44	36	25	14	27
$.15 a copy	9	22	23	16	8	11
$.20 a copy	2	5	15	11	2	3
More than $.20	7	7	26	18	13	19

Almost 30 per cent of the newspapers are not sold, according to this study. At least they are not sold as single copies though they may be sold by subscription. Ten cents a copy currently is the most popular price. (See Table 81.)

19. Semester Subscriptions

Three out of five public schools do not sell newspaper subscriptions, according to this study. Most of them are sold for less than $1 a semester. (See Table 82.)

TABLE 81.--Price of Single Copies

Kind of School	No. of Cases	Not Sold	$.05	$.10	$.15	$.20 or More	No Answer
Public	548	29	11	31	13	5	11
Independent	30	30	7	13	23	17	10
Parochial	21	24	-	5	-	52	19
Coed.	579	29	11	30	13	6	11
4-year	293	33	9	31	11	7	9
3-year sr.	140	23	6	27	17	10	17
3-year jr.	65	31	25	26	6	3	9
5 or 6-year	85	22	11	31	15	7	14
Other	25	28	16	20	16	12	8
Students							
000-299	81	32	13	30	9	5	11
300-499	77	31	8	38	8	6	9
500-749	76	25	13	26	12	13	11
750-999	62	15	15	27	16	11	16
1000-1499	125	28	7	30	12	10	13
1500-2499	145	34	10	25	18	4	9
2500-3999	22	36	9	27	14	5	9
Duplicated	163	36	48	12	1	-	3
Offset	258	27	7	25	15	11	12
Letterpress	137	33	6	24	20	9	8
Weekly	51	39	16	27	2	2	14
Bi-Weekly	203	33	12	31	12	4	8
Tri-Weekly	50	26	10	34	14	12	4
Monthly	176	29	10	28	15	7	11
Other	107	20	10	28	18	17	7
No years	160	24	11	36	11	7	11
1 semester	34	23	9	23	9	12	24
1 year	132	21	7	29	20	12	11
2 years	135	33	7	27	15	10	8
2+ years	99	48	12	27	4	1	8
None	203	24	12	34	12	8	10
1-6	142	28	15	23	13	7	14
7-12	70	37	6	27	12	14	4
13-18	39	46	10	20	13	-	11
19-more	137	27	7	34	16	7	9
All-American	49	25	4	31	14	14	12
Ohio	173	13	11	31	17	14	14
Calif.	129	62	15	15	1	-	7
Maine	59	17	12	53	6	-	12
Mo.	59	36	14	25	7	8	10
Texas	105	14	12	42	18	1	13
Va.	69	19	4	29	23	13	12

TABLE 82.--Semester Subscriptions

Kind of School	No. of Cases	Not Sold	$.49 or Less	$.50-$.99	$1.00-$1.49	$1.50 or More	No Answer
Public	548	62	4	13	11	5	5
Independent	30	54	-	13	13	13	7
Parochial	21	48	-	14	19	9	10
Coed.	579	62	4	13	11	5	5
4-year	293	67	3	9	11	7	3
3-year sr.	140	51	1	16	21	5	6
3-year jr.	65	66	14	14	-	-	6
5 or 6-year	85	52	6	21	9	5	7
Other	25	72	-	12	8	4	4
Students							
000-299	81	70	6	9	6	4	5
300-499	77	68	5	14	4	3	6
500-749	76	60	3	12	10	8	7
750-999	62	57	10	11	8	6	8
1000-1499	125	59	1	16	15	7	2
1500-2499	145	56	3	14	16	6	5
2500-3999	22	64	4	9	14	4	5
Duplicated	163	76	8	13	1	1	1
Offset	258	59	3	12	14	9	3
Letterpress	157	54	2	15	19	6	4
Weekly	51	67	-	2	19	6	6
Bi-Weekly	203	56	1	19	15	7	2
Tri-Weekly	50	62	2	14	14	4	4
Monthly	176	66	6	12	7	7	2
Other	107	66	9	10	9	3	3
No years	160	65	6	11	8	6	4
1 semester	34	56	-	32	12	-	-
1 year	132	56	5	18	11	6	4
2 years	135	61	1	10	17	7	4
2+ years	99	63	1	9	16	7	4
None	203	69	6	13	5	5	2
1-6	142	61	5	12	13	4	5
7-12	70	62	3	16	14	3	2
13-18	39	67	-	8	15	8	2
19-more	137	50	2	15	19	9	5
All-American	49	41	-	21	20	10	8
Ohio	173	55	4	16	10	7	6
Calif.	129	78	-	6	8	2	6
Maine	17	71	-	23	6	-	-
Mo.	59	59	16	8	10	2	5
Texas	105	54	4	15	14	7	6
Va.	69	59	4	12	16	6	3

20. Free Copies to Advertisers

It is simply good business for the staff to provide every advertiser a free copy of the newspaper in which he advertises, but only 55 per cent of the public high school staffs adopt this policy. The record of non-public schools in this respect is worse. Three-year senior high schools have a record of 73 per cent, but 3-year junior high schools fall to 17 per cent. The chance of adopting such a policy increases with enrollment, availability of journalism courses, and the adviser's hours of college journalism. All-American staffs top all others with an 88 per cent score. (See Table 83.)

21. Exchanges with Senior High Schools in the Same City

Nearly four out of five public and coeducational high school staffs exchange newspapers with other senior high schools in the same city, but the non-public schools have a record of nine out of ten, according to this study. All-American staffs top this report with 94 per cent. For the most part the size of school, availability of journalism courses, and number of semester hours of college work in journalism taken by the adviser are factors in this situation. The score for Maine is 65 per cent and for California it is 90 per cent. (See Table 84.)

22. Exchanges with Junior High Schools in the Same City

Approximately two out of five public and coeducational high school staffs exchange with junior high school staffs in the same city, according to this study. Non-public schools are approximately one out of four in this practice. The All-American record is only 59 per cent. The percentage increases with the increase in the number of semester hours of college journalism courses taken by the adviser. More than one-half of the California schools follow this practice, but only one-fifth of the Virginia schools do so. (See Table 85.)

23. Exchanges with Schools in the Same Athletic Conference

Approximately two-thirds of the public and coeducational high school newspaper staffs exchange with schools in the same athletic conference, but less than one-half of the parochial schools do so, according to this study. As in so many instances the size of enrollment, the frequency of

TABLE 83.--Free Copies to Advertisers

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	55	39	6
Independent	30	47	43	10
Parochial	21	38	62	-
Coed.	579	55	39	6
4-year	293	56	38	6
3-year sr.	140	73	23	4
3-year jr.	65	17	71	12
5 or 6-year	85	50	42	8
Other	25	36	56	8
Students				
000-299	81	35	55	10
300-499	77	20	66	14
500-749	76	45	47	8
750-999	67	47	45	8
1000-1499	125	66	31	3
1500-2499	145	78	17	4
2500-3999	22	73	27	-
Duplicated	163	15	72	3
Offset	258	65	32	3
Letterpress	127	81	18	1
Weekly	51	59	33	8
Bi-Weekly	203	65	30	5
Tri-Weekly	50	54	42	4
Monthly	176	48	48	4
Other	107	49	44	7
No years	160	42	51	7
1 semester	34	62	32	6
1 year	132	55	39	6
2 years	135	63	33	4
2+ years	99	79	19	2
None	203	45	47	8
1-6	142	51	41	8
7-12	70	53	44	3
13-18	39	72	26	2
19-more	137	74	23	3
All-American	49	88	12	-
Ohio	173	46	45	9
Calif.	129	64	33	3
Maine	17	23	71	6
Mo.	59	25	63	12
Texas	105	48	43	9
Va.	69	73	22	5

TABLE 84.--Exchanges with Senior High Schools in the Same City

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	79	17	4
Independent	30	90	3	7
Parochial	21	90	10	-
Coed.	579	79	17	4
4-year	293	86	12	2
3-year sr.	140	91	5	4
3-year jr.	65	46	46	8
5 or 6-year	85	71	22	7
Other	25	68	28	4
Students				
000-299	81	59	35	6
300-499	77	78	16	6
500-749	76	71	24	4
750-999	62	69	26	5
1000-1499	125	86	12	2
1500-2499	145	92	6	2
2500-3999	22	100	-	-
Duplicated	163	62	33	5
Offset	258	86	11	3
Letterpress	157	90	8	2
Weekly	51	82	14	4
Bi-Weekly	203	86	11	3
Tri-Weekly	50	86	8	6
Monthly	176	81	17	2
Other	107	65	29	6
No years	160	70	26	4
1 semester	34	88	6	6
1 year	132	86	11	3
2 years	135	90	7	3
2+ years	99	90	9	1
None	203	69	27	4
1-6	142	87	10	3
7-12	70	76	20	4
13-18	39	87	13	-
19-more	137	91	7	2
All-American	49	94	6	-
Ohio	173	84	10	6
Calif.	129	90	9	1
Maine	17	65	35	-
Mo.	59	70	27	3
Texas	105	67	25	8
Va.	69	74	22	4

TABLE 85.--Exchanges with Junior High Schools in the Same City

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	40	54	6
Independent	30	27	63	10
Parochial	21	24	76	-
Coed.	579	39	55	6
4-year	293	28	66	6
3-year sr.	140	62	34	4
3-year jr.	65	68	24	8
5 or 6-year	85	13	80	7
Other	25	44	52	4
Students				
000-299	81	5	87	8
300-499	77	18	70	12
500-749	76	36	58	6
750-999	62	47	50	3
1000-1499	125	50	46	4
1500-2499	145	52	44	4
2500-3999	22	77	23	-
Duplicated	163	27	63	10
Offset	258	43	54	3
Letterpress	157	42	54	4
Weekly	51	37	61	2
Bi-Weekly	203	45	50	5
Tri-Weekly	50	44	50	6
Monthly	176	34	62	4
Other	107	33	60	7
No years	160	26	68	6
1 semester	34	47	47	6
1 year	132	41	54	5
2 years	135	41	54	5
2+ years	99	56	42	2
None	203	26	68	6
1-6	142	38	56	6
7-12	70	44	53	3
13-18	39	49	49	2
19-more	137	54	42	4
All-American	49	59	41	-
Ohio	173	29	64	7
Calif.	129	55	42	3
Maine	17	23	71	6
Mo.	59	36	54	10
Texas	105	41	51	8
Va.	69	20	73	7

publication, the availability of journalism courses, and the number of semester hours in college journalism taken by the instructor are factors. The All-American staffs in 88 per cent of the cases follow this practice. California staffs have almost as good a record, but only 35 per cent of the Maine schools have this practice. (See Table 86.)

24. Exchanges with Schools in Major Regions

Non-public high school staffs have a better record of exchanging with high schools in the major regions of the United States than do the public high school staffs, but none of them reaches a 50 per cent record, according to this study. The usual factors are relevant in this instance too. All-American staffs have a record of 86 per cent. (See Table 87.)

25. Annual Revision of Exchange List

More than seven out of ten public and coeducational high school newspaper staffs revise their exchange lists each year, according to this study. The parochial school score is 90 per cent, but that of All-American schools is 94 per cent (See Table 88.)

26. The Newspaper as Second Class Matter

Only 33 per cent of the high school newspaper staffs--public, non-public, and coeducational--enter their newspaper as second class matter, according to this study, but the record for All-American newspapers is 53 per cent. (See Table 89.)

27. Addresses Printed, Typewritten, or Mimeographed

Although penmanship often is illegible, only two-thirds of the public and coeducational high school staffs print, typewrite, or mimeograph addresses on their exchanges, according to this study. The parochial schools score is 86 per cent--the same as that of All-American staffs. (See Table 90.)

TABLE 86.--Exchanges with Schools in the Same Athletic Conferences

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	68	27	5
Independent	30	63	50	7
Parochial	21	48	52	-
Coed.	579	68	27	5
4-year	293	72	22	6
3-year sr.	140	84	14	2
3-year jr.	65	28	63	9
5 or 6-year	85	63	32	5
Other	25	36	60	4
Students				
000-299	81	51	41	8
300-499	77	57	35	8
500-749	76	62	31	7
750-999	62	61	36	3
1000-1499	125	75	22	3
1500-2499	145	75	21	4
2500-3999	22	90	5	5
Duplicated	163	49	44	7
Offset	258	74	24	2
Letterpress	157	75	19	6
Weekly	51	86	14	-
Bi-Weekly	203	78	17	5
Tri-Weekly	50	72	22	6
Monthly	176	61	34	5
Other	107	47	48	5
No years	160	53	43	4
1 semester	34	73	21	6
1 year	132	64	30	6
2 years	135	81	15	4
2+ years	99	87	12	1
None	203	56	38	6
1-6	142	65	30	5
7-12	70	72	26	2
13-18	39	82	15	3
19-more	137	80	16	4
All-American	49	88	10	2
Ohio	173	58	36	6
Calif.	129	85	12	3
Maine	17	35	59	6
Mo.	59	66	25	9
Texas	105	63	29	8
Va.	69	61	36	3

TABLE 87.--Exchanges with Schools in Major Regions of U.S.

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	36	57	7
Independent	30	43	47	10
Parochial	21	48	52	-
Coed.	579	36	57	7
4-year	293	37	57	6
3-year sr.	140	60	33	7
3-year jr.	65	14	78	8
5 or 6-year	85	22	68	10
Other	25	16	80	4
Students				
000-299	81	16	75	9
300-499	77	14	77	9
500-749	76	21	71	8
750-999	62	34	58	8
1000-1499	125	45	51	4
1500-2499	145	57	37	6
2500-3999	22	68	27	5
Duplicated	163	11	79	10
Offset	258	43	54	3
Letterpress	157	53	41	6
Weekly	51	45	53	2
Bi-Weekly	203	49	43	8
Tri-Weekly	50	34	60	6
Monthly	176	29	67	4
Other	107	23	68	9
No years	160	22	73	5
1 semester	34	38	56	6
1 year	132	36	58	6
2 years	135	49	46	5
2+ years	99	54	41	5
None	203	23	69	8
1-6	142	32	60	8
7-12	70	47	52	1
13-18	39	54	44	2
19-more	137	55	39	6
All-American	49	86	8	6
Ohio	173	26	65	9
Calif.	129	42	53	5
Maine	17	23	71	6
Mo.	59	20	70	10
Texas	105	34	59	7
Va.	69	35	59	8

TABLE 88.--Annual Revision of Exchange List

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	71	23	6
Independent	30	63	27	9
Parochial	21	90	10	-
Coed.	579	71	24	5
4-year	293	75	22	3
3-year sr.	140	89	7	4
3-year jr.	65	38	48	14
5 or 6-year	85	59	32	9
Other	25	56	40	4
Students				
000-299	81	53	41	6
300-499	77	62	33	5
500-749	76	68	21	11
750-999	62	65	27	8
1000-1499	125	76	20	4
1500-2499	145	82	14	4
2500-3999	22	91	9	-
Duplicated	163	52	42	6
Offset	258	77	19	4
Letterpress	157	84	12	4
Weekly	51	76	24	-
Bi-Weekly	203	82	15	3
Tri-Weekly	50	76	22	2
Monthly	176	71	24	5
Other	107	48	41	11
No years	160	54	39	7
1 semester	34	76	18	6
1 year	132	74	21	5
2 years	135	83	14	3
2+ years	99	89	9	2
None	203	59	34	7
1-6	142	70	24	6
7-12	70	80	20	-
13-18	39	79	18	3
19-more	137	87	9	4
All-American	49	94	6	-
Ohio	173	65	25	10
Calif.	129	83	15	2
Maine	17	59	41	-
Mo.	59	73	25	2
Texas	105	67	24	9
Va.	69	59	35	6

TABLE 89.--The Newspaper as Second Class Matter

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	33	54	13
Independent	30	33	47	20
Parochial	21	33	62	5
Coed.	579	33	54	13
4-year	293	38	50	12
3-year sr.	140	41	52	7
3-year jr.	65	9	68	23
5 or 6-year	85	27	54	19
Other	25	28	60	12
Students				
000-299	81	29	57	14
300-499	77	29	56	15
500-749	76	31	55	14
750-999	62	35	47	18
1000-1499	125	35	53	12
1500-2499	145	36	52	12
2500-3999	22	54	41	5
Duplicated	163	26	58	16
Offset	258	37	53	10
Letterpress	157	36	52	12
Weekly	51	51	41	8
Bi-Weekly	203	38	54	8
Tri-Weekly	50	22	56	22
Monthly	176	34	54	12
Other	107	20	58	22
No years	160	29	59	12
1 semester	34	26	59	15
1 year	132	33	52	15
2 years	135	41	46	13
2+ years	99	41	52	7
None	203	28	58	14
1-6	142	28	53	19
7-12	70	40	52	8
13-18	39	49	49	2
19-more	137	42	49	9
All-American	49	53	41	6
Ohio	173	24	58	18
Calif.	129	34	54	12
Maine	17	18	76	6
Mo.	59	42	44	14
Texas	105	32	54	14
Va.	69	41	46	13

TABLE 90.--Addresses Typewritten, Printed, or Mimeographed

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	67	28	5
Independent	30	57	30	13
Parochial	21	86	14	-
Coed.	579	67	28	5
4-year	293	75	22	3
3-year sr.	140	77	21	2
3-year jr.	65	40	46	14
5 or 6-year	85	49	29	12
Other	25	52	44	4
Students				
000-299	81	58	35	7
300-499	77	66	29	5
500-749	76	57	35	8
750-999	62	63	29	8
1000-1499	125	64	32	4
1500-2499	145	77	18	5
2500-3999	22	91	9	-
Duplicated	163	57	38	5
Offset	258	72	24	4
Letterpress	157	74	22	4
Weekly	51	78	18	4
Bi-Weekly	203	75	25	2
Tri-Weekly	50	66	24	10
Monthly	176	70	28	2
Other	107	51	39	10
No years	160	56	38	6
1 semester	34	71	26	3
1 year	132	67	28	5
2 years	135	77	19	4
2+ years	99	82	17	1
None	203	53	40	7
1-6	142	71	24	5
7-12	70	74	24	2
13-18	39	82	18	-
19-more	137	79	17	4
All-American	49	86	14	-
Ohio	173	60	32	8
Calif.	129	79	19	2
Maine	17	59	41	-
Mo.	59	69	27	4
Texas	105	64	27	9
Va.	69	57	36	7

28. Inclusion of Zip Code in Exchange Addresses

Nine out of ten parochial school newspaper staffs include the zip code in exchange address whereas the record of other schools is slightly more than seven out of ten, according to this study. Frequency of publication, availability of journalism courses, and number of semester hours of college journalism courses taken by the adviser are factors. As in many instances All-American staffs made the top score--94 per cent. (See Table 91.)

29. Permanent Newspaper File in School Library

Slightly more than one-half of the high school newspaper staffs of public and coeducational high schools staffs consider their newspapers important enough to preserve in a permanent file in the high school library, according to this study. Perhaps the librarians are to blame. The record of non-public schools is much better but not satisfactory. Even one-third of the All-American newspaper staffs fail to meet the requirement. Many of the factors noted before also are factors in this situation. (See Table 92.)

30. Permanent Staff File

Fortunately newspaper staffs generally attempt to maintain their own permanent file in about nine out of ten instances, according to this study. The All-American schools score 96 per cent--only 1 per cent more than schools whose advisers have 19 or more semester hours of college journalism. Only two-thirds of the Maine staffs keep a permanent file, but 94 per cent of California staffs and 92 per cent of Missouri staffs have this policy. (See Table 93.)

31. Performance of All Circulation Tasks by Staff

More than nine out of ten newspaper staffs perform all tasks connected with circulation, according to this study. The records of All-American staffs is 98 per cent. (See Table 94.)

TABLE 91.--Inclusion of Zip Code in Exchange Addresses

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	72	20	8
Independent	30	73	10	17
Parochial	21	30	10	-
Coed.	579	72	20	8
4-year	293	75	17	8
3-year sr.	140	85	10	5
3-year jr.	65	49	40	11
5 or 6-year	85	65	21	14
Other	25	72	20	8
Students				
000-299	81	62	27	11
300-499	77	72	18	10
500-749	76	72	20	8
750-999	62	68	24	8
1000-1499	125	73	20	7
1500-2499	145	80	11	9
2500-3999	22	91	-	9
Duplicated	163	62	31	7
Offset	258	79	15	6
Letterpress	157	78	12	10
Weekly	51	86	12	2
Bi-Weekly	203	74	16	10
Tri-Weekly	50	72	24	4
Monthly	176	79	17	4
Other	107	60	27	13
No years	160	65	27	8
1 semester	34	73	21	6
1 year	132	77	17	6
2 years	135	78	13	9
2+ years	99	84	10	6
None	203	61	27	12
1-6	142	75	18	7
7-12	70	82	17	1
13-18	39	85	10	5
19-more	137	83	10	7
All-American	49	94	4	2
Ohio	173	69	20	11
Calif.	129	79	16	5
Maine	17	65	23	12
Mo.	59	76	17	7
Texas	105	67	21	12
Va.	69	67	23	10

TABLE 92.--Permanent Newspaper File in School Library

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	54	37	8
Independent	30	60	20	20
Parochial	21	67	33	-
Coed.	579	54	37	9
4-year	293	58	36	6
3-year sr.	140	61	32	7
3-year jr.	65	43	45	12
5 or 6-year	85	46	38	16
Other	25	40	44	16
Students				
000-299	81	45	44	11
300-499	77	51	44	5
500-749	76	50	41	9
750-999	62	55	32	13
1000-1499	125	55	34	14
1500-2499	145	60	33	7
2500-3999	22	82	18	-
Duplicated	163	46	46	8
Offset	258	57	34	9
Letterpress	157	61	32	7
Weekly	51	69	29	2
Bi-Weekly	203	63	29	8
Tri-Weekly	50	46	46	8
Monthly	176	52	42	6
Other	107	42	42	16
No years	160	54	41	6
1 semester	34	68	29	3
1 year	132	47	43	10
2 years	135	61	31	8
2+ years	99	65	29	6
None	203	46	44	10
1-6	142	54	37	9
7-12	70	60	36	4
13-18	39	62	36	2
19-more	137	66	26	8
All-American	49	67	29	4
Ohio	173	47	43	10
Calif.	129	60	35	5
Maine	17	76	24	-
Mo.	59	56	37	7
Texas	105	50	38	12
Va.	69	51	29	20

TABLE 93.--Permanent File Maintained by Staff

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	91	7	2
Independent	30	83	10	7
Parochial	21	76	24	-
Coed.	579	90	8	2
4-year	293	89	10	1
3-year sr.	140	96	2	2
3-year jr.	65	83	12	5
5 or 6-year	85	86	9	5
Other	25	92	4	4
Students				
000-299	81	80	15	5
300-499	77	82	16	2
500-749	76	92	7	1
750-999	62	89	8	1
1000-1499	125	91	6	3
1500-2499	145	96	2	2
2500-3999	22	92	5	-
Duplicated	163	83	15	2
Offset	258	92	6	2
Letterpress	157	94	5	1
Weekly	51	94	6	-
Bi-Weekly	203	91	7	2
Tri-Weekly	50	92	2	6
Monthly	176	91	8	1
Other	107	85	13	2
No years	160	86	12	2
1 semester	34	97	3	-
1 year	132	90	7	3
2 years	135	95	4	1
2+ years	99	94	6	-
None	203	84	14	2
1-6	142	93	6	1
7-12	70	93	6	1
13-18	39	95	3	2
19-more	137	95	4	1
All-American	49	96	4	-
Ohio	173	86	8	6
Calif.	129	94	5	1
Maine	17	65	35	-
Mo.	59	92	8	-
Texas	105	90	8	2
Va.	69	90	7	3

TABLE 94.--Performance of All Circulation Tasks by Staff

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	92	7	1
Independent	30	97	-	3
Parochial	21	90	10	-
Coed.	579	91	7	2
4-year	293	92	7	1
3-year sr.	140	98	1	1
3-year jr.	65	85	12	3
5 or 6-year	85	87	8	5
Other	25	96	4	-
Students				
000-299	81	85	11	4
300-499	77	91	2	7
500-749	76	91	8	1
750-999	62	92	6	2
1000-1499	125	94	5	1
1500-2499	145	92	6	2
2500-3999	22	100	-	-
Duplicated	163	90	8	2
Offset	258	92	7	1
Letterpress	157	97	2	1
Weekly	51	82	18	-
Bi-Weekly	203	95	4	1
Tri-Weekly	50	92	2	6
Monthly	176	96	3	1
Other	107	87	11	2
No years	160	89	8	3
1 semester	34	97	3	-
1 year	132	93	5	2
2 years	135	95	4	1
2+ years	99	94	5	1
None	203	91	8	1
1-6	142	91	7	2
7-12	70	92	7	1
13-18	39	97	-	3
19-more	137	95	4	1
All-American	49	98	2	-
Ohio	173	90	6	4
Calif.	129	92	7	1
Maine	17	82	18	-
Mo.	59	95	2	3
Texas	105	88	9	3
Va.	69	94	3	3

32. Promotion through Talks and Skits

About three out of ten newspaper staffs consider promotion through skits and talks to be worthwhile, according to this study. (See Table 95.)

33. Promotion Through Notices and Posters

Slightly more than one-half of the public and coeducational high school newspaper staffs put posters and notices on bulletin board, chalk boards, or appropriate places to promote newspaper circulation, according to this study. The All-American newspaper staffs report only a score of 41 per cent. The practice is more common in 3-year junior high schools than other schools, is more common in schools of 750 to 1500 students. It is not related to availability of journalism instruction or to the number of semester hours in journalism taken by the adviser. (See Table 96.)

34. Promotion Through Letters

Promotion of circulation through letters to alumni, patrons, parents, and others is most common in parochial schools where two out of five engage in it, but limited to one public school in ten, according to this study. (See Table 97.)

35. Promotion Through Contests

Promotion of circulation contests between home rooms, classes, or groups occurs in about one high school in seven, according to this study. (See Table 98.)

36. Circulation Contests between Rival Schools

Whereas rival schools compete with others in athletics, debate, and other contests only one in fifty participate in circulation contests, according to this study. (See Table 99.)

37. Organizing and Training Newspaper Sales Force

Relatively few high school newspapers appear to engage in any systematic promotion of their product and only about one-third of the public and coeducational schools organize and

TABLE 95.--Promotion Through Talks or Skits

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	31	64	5
Independent	30	34	63	3
Parochial	21	24	76	-
Coed.	579	30	65	5
4-year	293	28	67	5
3-year sr.	140	35	60	5
3-year jr.	65	38	54	8
5 or 6-year	85	27	67	6
Other	25	28	72	-
Students				
000-299	81	25	69	6
300-499	77	16	75	9
500-749	76	37	56	7
750-999	62	36	56	8
1000-1499	125	34	62	4
1500-2499	145	35	61	4
2500-3999	22	27	73	-
Duplicated	163	25	65	10
Offset	258	34	64	2
Letterpress	157	32	64	4
Weekly	51	25	69	6
Bi-Weekly	203	27	67	6
Tri-Weekly	50	26	68	6
Monthly	176	36	61	3
Other	107	35	60	5
No years	160	30	65	5
1 semester	34	29	59	12
1 year	132	37	58	5
2 years	135	34	61	5
2+ years	99	17	80	3
None	203	30	66	4
1-6	142	30	64	6
7-12	70	36	59	5
13-18	39	26	69	5
19-more	137	33	63	4
All-American	49	33	63	4
Ohio	173	33	61	6
Calif.	129	16	78	6
Maine	17	23	71	6
Mo.	59	24	68	8
Texas	105	33	-	7
Va.	69	49	46	5

TABLE 96.--Promotion Through Posters and Notices

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	54	41	5
Independent	30	37	60	3
Parochial	21	48	52	-
Coed.	579	53	42	5
4-year	293	51	44	5
3-year sr.	140	54	41	5
3-year jr.	65	58	34	8
5 or 6-year	85	52	42	6
Other	25	48	52	-
Students				
000-299	81	42	53	5
300-499	77	49	44	7
500-749	76	57	38	5
750-999	62	60	34	6
1000-1499	125	60	36	4
1500-2499	145	52	43	5
2500-3999	22	41	59	-
Duplicated	163	52	41	7
Offset	258	57	40	3
Letterpress	157	47	49	4
Weekly	51	39	57	4
Bi-Weekly	203	51	43	6
Tri-Weekly	50	62	36	2
Monthly	176	53	45	2
Other	107	59	36	5
No years	160	55	41	4
1 semester	34	56	35	9
1 year	132	61	35	4
2 years	135	52	45	3
2+ years	99	39	57	4
None	203	54	42	4
1-6	142	53	41	6
7-12	70	56	43	1
13-18	39	49	43	8
19-more	137	50	46	4
All-American	49	41	53	6
Ohio	173	60	34	6
Calif.	129	33	62	5
Maine	17	53	47	-
Mo.	59	51	42	7
Texas	105	62	32	6
Va.	69	67	30	3

TABLE 97.--Promotion Through Letters

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	9	84	7
Independent	30	20	73	7
Parochial	21	43	57	-
Coed.	579	10	83	7
4-year	293	12	82	6
3-year sr.	140	11	82	7
3-year jr.	65	4	85	11
5 or 6-year	85	11	80	9
Other	25	12	84	4
Students				
000-299	81	12	80	8
300-499	77	6	86	8
500-749	76	18	74	8
750-999	62	4	84	12
1000-1499	125	7	87	6
1500-2499	145	16	77	7
2500-3999	22	5	95	-
Duplicated	163	4	86	10
Offset	258	13	83	4
Letterpress	157	16	78	6
Weekly	51	12	82	6
Bi-Weekly	203	11	82	7
Tri-Weekly	50	12	82	6
Monthly	176	11	85	4
Other	107	10	81	9
No years	160	11	85	4
1 semester	34	9	79	12
1 year	132	14	79	7
2 years	135	10	84	6
2+ years	99	12	84	4
None	203	9	85	6
1-6	142	12	80	8
7-12	70	17	79	4
13-18	39	8	87	5
19-more	137	11	83	6
All-American	49	23	71	6
Ohio	173	12	80	8
Calif.	129	7	87	6
Maine	17	12	82	6
Mo.	59	7	81	12
Texas	105	8	84	8
Va.	69	15	78	7

TABLE 98.--Promotion Through Contests

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	14	80	6
Independent	30	10	83	7
Parochial	21	19	81	-
Coed.	579	14	81	5
4-year	293	12	83	5
3-year sr.	140	16	79	5
3-year jr.	65	20	72	8
5 or 6-year	85	14	80	6
Other	25	20	76	4
Students				
000-299	81	9	83	8
300-499	77	5	87	8
500-749	76	24	71	5
750-999	62	19	73	8
1000-1499	125	14	83	3
1500-2499	145	16	78	6
2500-3999	22	9	91	-
Duplicated	163	14	76	10
Offset	258	16	82	2
Letterpress	157	13	82	5
Weekly	51	10	88	2
Bi-Weekly	203	16	79	5
Tri-Weekly	50	14	80	6
Monthly	176	12	83	5
Other	107	18	77	5
No years	160	17	80	3
1 semester	34	23	68	9
1 year	132	19	76	5
2 years	135	10	85	5
2+ years	99	7	90	3
None	203	16	79	5
1-6	142	13	81	6
7-12	70	13	86	1
13-18	39	10	85	5
19-more	137	16	79	5
All-American	49	20	78	2
Ohio	173	14	79	7
Calif.	129	6	89	5
Maine	17	18	76	6
Mo.	59	10	81	9
Texas	105	16	75	9
Va.	69	26	71	3

TABLE 99.--Circulation Contests between Rival Schools

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	2	91	7
Independent	30	3	90	7
Parochial	21	5	95	-
Coed.	579	2	92	6
4-year	293	2	92	6
3-year sr.	140	3	91	6
3-year jr.	65	1	88	11
5 or 6-year	85	1	92	7
Other	25	4	92	4
Students				
000-299	81	3	90	7
300-499	77	-	92	8
500-749	76	4	89	7
750-999	62	-	92	8
1000-1499	125	2	93	5
1500-2499	145	3	90	7
2500-3999	22	5	95	-
Duplicated	163	1	89	10
Offset	278	2	95	3
Letterpress	157	3	92	5
Weekly	51	4	90	6
Bi-Weekly	203	1	93	6
Tri-Weekly	50	4	90	6
Monthly	176	1	96	3
Other	107	5	88	7
No years	160	2	94	4
1 semester	34	3	85	12
1 year	132	1	92	7
2 years	135	1	93	6
2+ years	99	3	94	3
None	203	2	91	7
1-6	142	1	93	6
7-12	70	3	94	3
13-18	39	3	92	5
19-more	137	2	92	6
All-American	49	4	94	2
Ohio	173	1	93	6
Calif.	129	2	92	6
Maine	17	-	94	6
Mo.	59	-	90	10
Texas	105	3	88	9
Va.	69	6	87	7

train the sales force, according to this study. Under the circumstances, it may not be surprising that circulation often is less than it should be with consequent limitations on the budget. (See Table 100.)

Conclusions

On the basis of data presented herein, these conclusions appear to be warranted:

1) Circulation is a vital source of revenue in many high schools, although newspapers are circulated free in some schools.

2) Often only about half of the high school students subscribe to the newspapers, but support in the independent and parochial schools is better.

3) The most common price per issue is $.10, but subscription rates vary considerably. The latter usually are less than $1.

4) Only 55 per cent of the newspaper staffs provide free copies for advertisers.

5) Policies of exchanging newspapers with other schools vary.

6) Only one-third of the high school newspapers have been entered as second class matter under postal regulations.

7) About nine out of ten staffs maintain a permanent file, but only slightly more than one-half have a similar file in the school library.

8) Circulation tasks usually are performed by staff members and students.

9) Relatively little is done to train circulation staff members or to develop effective circulation promotion.

10) Circulation policies and procedures generally are better where there are advisers with significant college journalism background, journalism courses, and All-American newspapers.

TABLE 100.--Organizing and Training Newspaper Sales Force

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	33	61	6
Independent	30	17	77	6
Parochial	21	14	86	-
Coed.	579	32	62	6
4-year	293	29	65	6
3-year sr.	140	42	54	4
3-year jr.	65	21	68	11
5 or 6-year	85	29	66	5
Other	25	20	76	4
Students				
000-299	81	19	73	8
300-499	77	19	73	8
500-749	76	32	63	5
750-999	62	34	61	5
1000-1499	125	39	55	6
1500-2499	145	38	57	5
2500-3999	22	36	64	-
Duplicated	163	21	69	11
Offset	258	34	63	3
Letterpress	157	36	61	3
Weekly	51	31	65	4
Bi-Weekly	203	36	59	5
Tri-Weekly	50	32	60	8
Monthly	176	28	67	5
Other	107	24	70	6
No years	160	29	66	5
1 semester	34	44	50	6
1 year	132	36	58	6
2 years	135	32	64	4
2+ years	99	28	69	3
None	203	29	66	5
1-6	142	26	68	6
7-12	70	43	53	4
13-18	39	28	69	3
19-more	137	34	61	5
All-American	49	37	61	2
Ohio	173	34	59	7
Calif.	129	22	73	5
Maine	17	12	82	6
Mo.	59	29	63	8
Texas	105	33	59	8
Va.	69	44	52	4

CHAPTER V

NEWSPAPER ADVERTISING

The purchasing power of teenagers has been widely discussed by market analysts. Accordingly the high school newspaper should be recognized as an unusual medium by means of which to reach teenagers. The extent to which this occurs, however, indicates that few staffs make a sustained effort to attract advertisers.

1. Advertising Income

More than one-third of the public and coeducational high school newspapers and nearly one-half of the parochial newspapers do not derive income from advertising, according to this study. Why? They may not need this revenue. The administration may prohibit solicitation. Or the staff may not exercise the initiative needed, especially if local merchants are indifferent.

Actually 74 per cent of the 3-year junior high schools do not accept advertising, and 72 per cent of the duplicated newspapers do not use it. Where the advisers have studied journalism there is a greater chance that advertising will be developed as a source. Note that only 6 per cent of the All-American newspapers have no advertising. In Virginia only 20 per cent of the newspapers ignore advertising as a source whereas in Maine the percentage is 70. Generally speaking advertising is a modest source of income, but it is more important to All-American newspapers. (See Tables 101 and 102.)

2. Advertising Rates

"Five Factors in the Success of High School Newspapers" reports:

> Approximately one-fourth of the newspapers do not solicit advertising, according to Table 103. This practice is much more common in non-public than in public schools. About one high school in sixteen sells at rates under $1 per column inch per issue. More than half of the schools

TABLE 101.--Part I - Advertising Income

Kind of School	No. of Cases	No Per Cent	10 Per Cent or Less	11-20 Per Cent	21-30 Per Cent	31 or More Per Cent	No Answer
Public	548	35	13	8	6	30	8
Independent	30	20	23	10	7	20	20
Parochial	21	48	14	5	10	9	14
Coed.	579	36	12	8	6	29	9
4-year	293	34	16	8	7	26	9
3-year sr.	140	16	8	10	7	50	9
3-year jr.	65	74	9	6	3	-	8
5 or 6-year	85	38	10	7	7	26	12
Other	25	36	28	-	4	20	12
Students	81	60	9	4	2	14	11
000-299	77	57	12	7	-	10	14
300-499	76	36	15	5	9	22	13
500-749	62	42	16	7	8	21	6
1000-1499	125	26	12	7	3	42	8
1500-2499	145	14	17	14	9	40	6
2500-3999	22	27	5	9	14	36	9
Duplicated	163	72	9	2	1	4	12
Offset	258	24	18	12	5	33	8
Letterpress	157	15	8	9	14	47	7
Weekly	51	37	12	10	10	21	10
Bi-Weekly	203	26	11	8	7	40	8
Tri-Weekly	50	26	12	18	4	34	6
Monthly	176	45	12	6	6	23	8
Other	107	39	19	6	6	19	11
No years	160	49	11	8	5	16	11
1 semester	34	23	18	6	15	26	12
1 year	132	37	11	9	5	33	5
2 years	135	27	10	10	9	35	9
2+ years	99	13	20	8	7	45	7
None	203	44	12	6	6	23	9
1-6	142	38	13	11	6	22	10
7-12	70	33	14	10	7	26	10
13-18	39	31	8	8	10	38	5
19-more	137	18	15	7	8	45	7
All-American	49	6	10	6	15	55	8
Ohio	173	43	11	8	7	23	8
Calif.	129	26	20	12	4	30	8
Maine	17	70	6	12	6	6	17
Mo.	59	54	5	3	2	14	22
Texas	105	38	14	4	5	30	9
Va.	69	20	10	14	9	41	6

TABLE 102.--Part II - Advertising Income

Kind of School	No. of Cases	31-40 Per Cent	41-50 Per Cent	51-60 Per Cent	61-80 Per Cent	81-100 Per Cent	No Answer
Public	548	13	10	9	5	4	59
Independent	30	7	7	3	7	6	70
Parochial	21	5	-	-	14	-	81
Coed.	579	13	10	8	5	4	60
4-year	293	12	9	9	5	3	62
3-year sr.	140	16	16	11	9	8	40
3-year jr.	65	9	6	2	-	-	83
5 or 6-year	85	9	6	7	5	5	68
Other	25	12	12	4	4	4	64
Students							
000-299	81	10	-	4	5	7	74
300-499	77	5	3	5	5	3	79
500-749	76	7	16	5	4	4	64
750-999	62	6	6	4	6	5	73
1000-1499	125	21	19	6	6	3	45
1500-2499	145	14	10	16	7	4	49
2500-3999	22	32	9	5	-	-	54
Duplicated	163	7	4	3	2	1	83
Offset	258	14	11	9	6	5	55
Letterpress	157	15	13	12	8	8	44
Weekly	51	10	15	4	2	6	63
Bi-Weekly	203	14	10	14	7	5	50
Tri-Weekly	50	18	8	14	8	2	50
Monthly	176	11	10	3	4	3	69
Other	107	10	6	5	5	5	69
No years	160	8	7	4	4	4	73
1 semester	34	12	9	12	3	-	64
1 year	132	14	14	4	5	7	56
2 years	135	13	12	11	9	4	51
2+ years	99	19	7	17	6	4	47
None	203	7	7	5	6	4	71
1-6	142	11	10	8	1	3	67
7-12	70	19	13	7	6	1	54
13-18	39	15	5	15	8	8	49
19-more	137	18	14	12	8	6	42
All-American	49	19	10	14	14	6	37
Ohio	173	14	8	7	4	2	65
Calif.	129	14	9	13	3	4	57
Maine	17	6	-	-	-	-	94
Mo.	59	7	7	3	3	5	75
Texas	105	8	15	6	7	8	56
Va.	69	11	13	9	9	6	52

charge more than $1.50 per column inch per issue. Three out of ten non-public school newspapers charge more than $2.

Gallup newspapers are much more likely to sell advertising than other newspapers as Table 104 indicates. Though some have very low rates, more than half charge $1.50 or more.

In the southeastern study one-twelfth of the newspapers charged $.75 or less per column inch per issue. More than one-fifth charged $.76 to $1.25, nearly three-tenths from $1.26 to $2, and one-twelfth more than $2. In the Kentucky study 34.2 per cent of the staffs did not solicit advertising. The prices per column inch per issue were: $.75 or less, 5.3 per cent; $.76-$1.25, 14.9 per cent; $1.26-$2, 15.8 per cent; more than $2, 7.0 per cent. More than one-fifth did not comment on this item.

TABLE 103.--Base Rate for Advertising Per Column Inch Per Issue Charged by Public and Non-Public High School Newspapers (FFSHSN)

	All		Public		Non-Public	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Not solicited	99	25	50	18	49	41
Less than $.50	5	1	3	1	2	2
$.50 - $.74	8	2	7	3	-	-
$.75 - $.99	13	3	13	5	-	-
$1.00 - $1.24	72	19	62	23	10	8
$1.25 - $1.49	28	7	22	8	6	5
$1.50 - $1.99	81	21	67	25	14	12
$2.00 or more	84	22	46	17	38	32

More than one-fourth of the public and coeducational high schools and nearly one-half of the parochial schools charge less than $1 a column inch, according to this study. Nearly one-half of the junior high schools also charge less than a $1 a column inch. As enrollment grows the rate usually increases. Nearly three-fifths or 58 per cent of the duplicated newspapers charge under $1 and only 11 per cent charge a higher rate. Many carry no advertising. As the frequency of publication increases the rate usually increases. Only 6 per cent of the All-American newspapers charge less than $1. The rate usually increases with the availability of journalism courses and where the adviser has preparation in journalism. Rates in California and Virginia are higher than in the other states. (See Table 105.)

TABLE 104.--Base Rate for Advertising Per Column Inch Per Issue Charged by Gallup, First Class, and Second Class Newspapers (FFSHSN)

	Gallup		First Class		Second Class	
	Cases	Per Cent	Cases	Per Cent	Cases	Per Cent
Not solicited	6	13	34	24	23	33
Less than $.50	-	-	1	1	-	-
$.50 - $.74	3	6	2	2	1	1
$.75 - $.99	2	4	6	4	3	4
$1.00 - $1.24	10	21	24	17	12	17
$1.25 - $1.49	1	2	11	8	3	4
$1.50 - $1.99	11	23	33	23	16	23
$2.00 or more	15	31	31	21	13	18

3. Local Display Advertising

To what extent do high school newspapers publish local display advertising?

On the basis of data presented herein (see Table 106), these comments appear to be warranted:

1) Public schools are more likely to publish local display advertising than independent schools and much more likely to publish this form of advertising than are parochial schools.

2) Three-year senior high schools emphasize this source of revenue whereas only about one junior high school in eight publishes local display advertising.

3) As enrollment increases emphasis on local display advertising usually increases.

4) Printed media are more likely to publish local display advertising than are non-printed media, but letterpress newspapers are more likely to use this form of advertising than offset printed newspapers.

5) As frequency of publication decreases so does the use of local display advertising.

6) Emphasis on local display advertising increases as availability of curricular work in journalism increases.

TABLE 105.--Advertising Rate Per Column Inch

Kind of School	No. of Cases	0-$.99	$1.00-$1.49	$1.50-$1.99	$2.00-$2.49	$2.50 or More	No Answer
Public	548	29	26	15	8	4	18
Independent	30	17	13	13	17	10	30
Parochial	21	48	14	5	19	9	5
Coed.	579	29	25	15	9	4	18
4-year	293	29	26	17	8	5	15
3-year sr.	140	14	33	23	15	2	13
3-year jr.	65	48	9	3	6	3	31
5 or 6-year	85	36	19	6	8	7	24
Other	25	36	20	4	12	4	24
Students							
000-299	81	56	7	4	2	6	25
300-499	77	47	12	4	4	2	31
500-749	76	31	21	6	11	3	28
750-999	62	37	19	10	15	3	16
1000-1499	125	18	34	26	6	3	13
1500-2499	145	10	40	23	12	5	10
2500-3999	22	18	23	18	23	4	14
Duplicated	163	58	7	3	1	-	31
Offset	258	21	31	17	12	5	14
Letterpress	157	15	34	23	12	8	8
Weekly	51	29	37	12	6	-	16
Bi-Weekly	203	26	31	19	10	2	12
Tri-Weekly	50	24	36	20	4	2	14
Monthly	176	35	17	11	9	6	22
Other	107	33	14	13	12	8	20
No years	160	41	14	7	8	6	24
1 semester	34	23	21	29	9	6	12
1 year	132	28	24	15	11	4	18
2 years	135	24	31	20	10	2	13
2+ years	99	15	40	22	10	4	9
None	203	36	15	12	9	5	23
1-6	142	33	23	15	6	7	16
7-12	70	24	33	11	9	3	20
13-18	39	26	31	15	15	3	10
19-more	137	18	37	23	12	1	9
All-American	49	6	39	25	14	6	10
Ohio	173	35	16	13	12	4	20
Calif.	129	23	36	19	7	2	13
Maine	17	59	17	-	-	6	18
Mo.	59	42	10	3	4	4	37
Texas	105	30	28	17	6	1	18
Va.	69	20	27	16	16	9	12

TABLE 106.--Extent To Which Newspapers Use Local Display Advertising

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	54	40	6
Independent	30	47	50	3
Parochial	21	29	71	-
Coed.	579	53	41	6
4-year	293	55	40	5
3-year sr.	140	76	21	3
3-year jr.	65	12	74	14
5 or 6-year	85	46	46	8
Other	25	32	68	-
Students				
000-299	81	34	57	9
300-499	77	19	69	12
500-749	76	41	50	9
750-999	62	43	50	5
1000-1499	125	66	32	2
1500-2499	145	74	21	5
2500-3999	22	68	32	-
Duplicated	163	15	72	13
Offset	258	63	34	3
Letterpress	157	78	21	1
Weekly	51	57	35	8
Bi-Weekly	203	65	30	5
Tri-Weekly	50	58	40	2
Monthly	176	43	53	4
Other	107	47	48	5
No years	160	38	56	6
1 semester	34	59	32	9
1 year	132	54	42	4
2 years	135	65	28	7
2+ years	99	76	23	1
None	203	41	52	7
1-6	142	51	42	7
7-12	70	56	37	7
13-18	39	67	33	-
19-more	137	73	26	1
All-American	49	80	20	-
Ohio	173	45	47	8
Calif.	129	62	34	4
Maine	17	23	71	6
Mo.	59	24	57	19
Texas	105	50	43	7
Va.	69	68	30	2

7) This emphasis also increases as the amount of college credit in journalism courses taken by the adviser increases.

8) Four out of five All-American newspapers rely on local display advertising as a source of revenue.

9) Less than one-fourth of the high school newspapers in Maine and Missouri publish local display advertising whereas two-thirds of the Virginia high school newspapers use this source of income.

4. National Display Advertising

To what extent do high school newspapers publish national display advertising? On the basis of the data presented herein (see Table 107), these comments appear to be warranted:

1) About one-seventh of public and coeducational high schools rely on this source of revenue.

2) More than a seventh of the 4-year high schools and one-fifth of the 3-year high schools publish national display advertising.

3) Emphasis on this form of income increases as (a) enrollment increases, (b) frequency of publication increases, (c) availability of journalism courses increases, (d) the number of hours in college journalism taken by the newspaper adviser increases.

4) National display advertising is most common in California and Virginia high schools and almost unknown in Maine and Missouri.

5. Classified Advertising

To what extent do high school newspapers publish classified advertising?

On the basis of the data presented herein (see Table 108), these comments appear to be warranted:

1) About one-seventh of public and of coeducational high schools publish classified advertising--slightly more than independent or parochial schools.

TABLE 107.--Extent To Which Newspapers Use National Display Advertising

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	14	77	9
Independent	30	7	87	6
Parochial	21	5	95	-
Coed.	579	14	78	8
4-year	293	15	77	8
3-year sr.	140	20	75	5
3-year jr.	65	2	83	15
5 or 6-year	85	7	82	11
Other	25	8	84	8
Students				
000-299	81	4	86	10
300-499	77	1	87	12
500-749	76	4	87	9
750-999	62	10	81	9
1000-1499	125	20	74	6
1500-2499	145	23	70	7
2500-3999	22	14	86	-
Duplicated	163	1	85	14
Offset	258	16	79	5
Letterpress	157	23	72	5
Weekly	51	16	76	8
Bi-Weekly	203	22	70	8
Tri-Weekly	50	14	80	6
Monthly	176	8	86	6
Other	107	8	84	8
No years	160	7	85	8
1 semester	34	12	73	15
1 year	132	12	80	8
2 years	135	16	75	9
2+ years	99	29	69	2
None	203	6	85	9
1-6	142	12	80	8
7-12	70	21	69	10
13-18	39	21	74	5
19-more	137	22	73	5
All-American	49	27	69	4
Ohio	173	7	84	9
Calif.	129	22	72	6
Maine	17	-	94	6
Mo.	59	2	90	8
Texas	105	13	78	9
Va.	69	17	74	9

TABLE 108.--Extent To Which Classified Advertising Is a Source of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	14	78	8
Independent	30	13	80	7
Parochial	21	9	86	5
Coed.	578	14	77	9
4-year	293	15	77	8
3-year sr.	140	16	79	5
3-year jr.	65	6	79	15
5 or 6-year	85	9	79	12
Other	25	12	84	4
Students				
000-299	81	3	86	11
300-499	77	5	83	12
500-749	76	12	78	10
750-999	62	13	76	11
1000-1499	125	17	78	5
1500-2499	145	20	72	8
2500-3999	22	18	82	-
Duplicated	163	2	83	15
Offset	258	18	76	6
Letterpress	157	13	82	5
Weekly	51	16	76	8
Bi-Weekly	203	15	76	9
Tri-Weekly	50	16	76	8
Monthly	176	11	82	7
Other	107	9	82	9
No years	160	7	84	9
1 semester	34	12	70	18
1 year	132	11	81	8
2 years	135	16	75	9
2+ years	99	25	72	3
None	203	11	80	9
1-6	142	11	81	8
7-12	70	13	74	13
13-18	39	15	80	5
19-more	137	20	74	6
All-American	49	25	71	4
Ohio	173	11	80	9
Calif.	129	19	74	7
Maine	17	-	94	6
Mo.	59	-	81	19
Texas	105	13	77	10
Va.	69	14	77	9

2) Three-year and 4-year high schools publish more classified advertising than do other schools.

3) The emphasis increases as (a) enrollment increases, (b) the availability of journalism courses increases, (3) the number of college journalism hours taken by the newspaper adviser increases.

4) One-fourth of the All-American newspapers publish classified advertising.

5) None of the high school newspapers in Maine or Missouri reported the publication of classified advertising.

6. Advertising Space in Last Issue

Approximately one-fourth of the public and coeducational high school newspapers devoted more than 20 per cent of their space to advertising in their last issue, according to this study, although 41 per cent of the All-American newspapers had this great a volume. (See Table 109.)

7. Size of Advertisements

Approximately two-fifths of the public and coeducational schools newspaper staffs did not report on the sizes of their advertisements, most of them because they published no advertising. Of the 60 per cent remaining about 33 per cent publish advertisements of one, two, or three column inches; six per cent, four column inches; 20 per cent, five or more column inches. Thus, many obviously are too small to present an effective timely sales message. As the number of journalism courses increases and as the number of college journalism courses taken by the adviser increases, the average size of advertisements increases. Note that two out of five advertisements in All-American newspapers are five column inches or more. (See Table 110.)

8. Source of Advertising Copy

Most of the advertising copy and layout is prepared by the students or by students and merchants developing it together, according to this study. (See Table 111.)

TABLE 109.--Amount of Space Given to Advertising in Last Issue

Kind of School	No. of Cases	0-10 Per Cent	10-20 Per Cent	20-30 Per Cent	34-40 Per Cent	40 or More Per Cent	No Answers
Public	548	42	19	18	7	1	13
Independent	30	37	27	6	3	-	27
Parochial	21	86	9	-	-	-	5
Coed.	579	43	19	17	7	1	13
4-year	293	46	17	17	6	2	12
3-year sr.	140	25	26	27	9	11	11
3-year jr.	65	71	6	-	3	-	20
5 or 6-year	85	47	15	12	8	1	17
Other	25	40	36	8	-	-	16
Students							
000-299	81	62	9	7	6	1	15
300-499	77	66	8	7	-	-	19
500-749	76	39	24	9	5	3	20
750-999	62	42	19	13	5	-	21
1000-1499	125	37	22	21	8	1	11
1500-2499	145	31	22	26	10	2	9
2500-3999	22	41	18	32	-	-	9
Duplicated	163	71	8	2	2	-	17
Offset	258	40	21	17	7	2	13
Letterpress	157	25	26	31	10	2	6
Weekly	51	47	16	17	8	2	10
Bi-Weekly	203	36	21	22	10	2	9
Tri-Weekly	50	32	16	24	8	2	18
Monthly	176	50	19	12	3	1	15
Other	107	56	17	9	3	1	14
No years	160	57	16	6	5	-	16
1 semester	34	32	21	23	3	3	18
1 year	132	42	17	25	5	2	9
2 years	135	36	24	16	10	2	12
2+ years	99	33	21	24	10	3	9
None	203	50	19	13	2	1	15
1-6	142	50	20	15	4	1	10
7-12	70	43	16	18	6	1	16
13-18	39	28	26	28	5	3	10
19-more	137	34	17	20	17	3	9
All-American	49	18	25	33	8	-	6
Ohio	173	51	20	12	2	1	14
Calif.	129	41	19	16	8	2	14
Maine	17	88	12	-	-	-	-
Mo.	59	51	8	10	2	-	29
Texas	105	42	13	16	12	3	14
Va.	69	29	26	26	7	2	10

TABLE 110.--Size of Advertisements

Kind of School	No. of Cases	1 Column Inch	2 Column Inches	3 Column Inches	4 Column Inches	5 or More Column Inches	No Answer
Public	548	11	16	7	6	20	40
Independent	30	20	17	-	-	13	50
Parochial	21	14	-	5	5	14	62
Coed.	579	11	16	6	6	20	41
4-year	293	9	16	6	8	21	40
3-year sr.	140	9	23	9	3	29	27
3-year jr.	65	14	9	3	-	5	69
5 or 6-year	85	15	8	6	4	18	49
Other	25	20	24	-	4	12	40
Students							
000-299	81	14	5	1	1	12	67
300-499	77	13	6	2	3	7	69
500-749	76	16	18	3	3	13	47
750-999	62	10	16	14	5	10	45
1000-1499	125	16	20	5	7	21	31
1500-2499	145	6	21	12	7	34	20
2500-3999	22	-	23	-	9	36	32
Duplicated	163	8	5	2	1	7	77
Offset	258	13	18	8	5	26	30
Letterpress	157	12	24	9	10	24	21
Weekly	51	4	16	-	8	31	41
Bi-Weekly	203	8	15	7	7	31	32
Tri-Weekly	50	16	26	6	-	16	36
Monthly	176	12	15	9	5	10	49
Other	107	17	16	4	4	12	47
No years	160	12	17	5	2	10	54
1 semester	34	3	24	12	9	23	29
1 year	132	17	12	5	2	22	42
2 years	135	14	12	7	8	26	33
2+ years	99	3	24	9	10	33	21
None	203	12	16	4	3	13	52
1-6	142	13	14	11	4	15	43
7-12	70	11	16	6	7	20	40
13-18	39	8	26	5	5	23	33
19-more	137	10	16	5	10	36	23
All-American	49	4	23	4	8	41	20
Ohio	173	17	14	6	2	12	49
Calif.	129	5	15	10	10	27	33
Maine	17	6	6	-	-	12	76
Mo.	59	7	8	3	2	7	73
Texas	105	11	14	3	8	20	43
Va.	69	17	29	10	3	18	23

TABLE 111.--Source of Advertising Copy

Kind of School	No. of Cases	Merchants	Students	50-50	No Answer
Public	548	7	34	24	35
Independent	30	3	30	30	37
Parochial	21	9	29	14	48
Coed.	579	7	34	23	36
4-year	293	6	34	26	34
3-year sr.	140	12	34	35	19
3-year jr.	65	3	28	3	66
5 or 6-year	85	4	40	14	42
Other	25	4	32	24	40
Students					
000-299	81	1	31	12	56
300-499	77	3	27	10	60
500-749	76	5	32	19	44
750-999	62	10	34	13	43
1000-1499	125	6	37	30	27
1500-2499	145	11	38	37	14
2500-3999	22	18	23	32	27
Duplicated	163	1	27	4	68
Offset	258	8	38	28	26
Letterpress	157	10	34	39	17
Weekly	51	12	35	22	31
Bi-Weekly	203	7	36	29	28
Tri-Weekly	50	4	44	26	26
Monthly	176	5	31	20	44
Other	107	7	30	23	40
No years	160	6	28	17	49
1 semester	34	12	44	18	26
1 year	132	3	35	26	36
2 years	135	7	39	27	27
2+ years	99	9	35	40	16
None	203	6	33	16	45
1-6	142	8	32	24	36
7-12	70	7	33	26	34
13-18	39	2	41	31	26
19-more	137	6	39	35	20
All-American	49	6	45	37	12
Ohio	173	5	36	16	41
Calif.	129	7	33	33	27
Maine	17	-	35	6	59
Mo.	59	3	17	17	63
Texas	105	7	33	20	40
Va.	69	13	36	28	23

9. Staffs Using Advertising Rate Cards

Only one-fourth of the public and coeducational staffs and less than one-half of the All-American staffs use a printed or duplicated rate card to show advertisers, according to this study. (See Table 112.)

10. Staffs Using Advertising Contracts

Slightly under one-half of the public, parochial, and coeducational high school newspaper staffs use printed or mimeographed advertising contracts, according to this study, but they are used by about three out of four All-American staffs. (See Table 113.)

11. Staffs Using Collection Forms

Well over one-third of the public and coeducational school newspaper staffs use collection forms, according to this study. More than two-thirds of the All-American staffs observe this practice. (See Table 114.)

12. Staffs Using Other Business Forms

One-third of all high school newspaper staffs use other business forms, but two-thirds of the All-American staffs observe this practice, according to this study. (See Table 115.)

13. Consumer Surveys

Consumer surveys to measure the buying power of the teen market were used by 16 per cent of the public and coeducational staffs and by 39 per cent of the All-American staffs, according to this study. (See Table 116.)

14. Competition with Yearbook Staff for Advertising

Two out of five senior high school newspapers compete with the yearbook staffs in the same school for local advertising, according to this study. This is a problem in about one-fourth of the non-public schools by only one in ten duplicated newspapers. (See Table 117.)

TABLE 112.--Staffs Using Advertising Rate Cards

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	24	68	8
Independent	30	7	77	16
Parochial	21	14	86	-
Coed.	579	24	68	8
4-year	293	22	70	8
3-year sr.	140	37	56	7
3-year jr.	65	8	80	12
5 or 6-year	85	14	74	12
Other	25	16	72	12
Students				
000-299	81	7	84	9
300-499	77	4	84	12
500-749	76	14	70	16
750-999	62	18	74	7
1000-1499	125	29	65	6
1500-2499	145	26	66	8
2500-3999	22	36	64	-
Duplicated	163	2	84	14
Offset	258	27	69	4
Letterpress	157	38	56	6
Weekly	51	39	55	6
Bi-Weekly	203	29	63	8
Tri-Weekly	50	22	68	10
Monthly	176	17	76	7
Other	107	13	78	9
No years	160	14	79	7
1 semester	34	26	62	12
1 year	132	23	68	9
2 years	135	30	62	8
2+ years	99	32	64	4
None	203	16	75	9
1-6	142	22	70	8
7-12	70	27	63	10
13-18	39	33	64	3
19-more	137	31	62	7
All-American	49	43	55	2
Ohio	173	20	71	9
Calif.	129	20	72	8
Maine	17	94	-	6
Mo.	59	10	68	20
Texas	105	28	61	11
Va.	69	25	70	5

TABLE 113.--Staffs Using Advertising Contracts

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	46	47	7
Independent	30	30	60	10
Parochial	21	48	52	-
Coed.	579	45	48	7
4-year	293	47	47	6
3-year sr.	140	66	28	6
3-year jr.	65	12	76	12
5 or 6-year	85	34	55	11
Other	25	24	64	12
Students				
000-299	81	25	67	8
300-499	77	12	78	10
500-749	76	33	55	12
750-999	62	30	58	12
1000-1499	125	58	38	4
1500-2499	145	71	23	6
2500-3999	22	64	36	-
Duplicated	163	7	79	14
Offset	258	54	41	4
Letterpress	157	71	26	3
Weekly	51	47	47	6
Bi-Weekly	203	60	33	7
Tri-Weekly	50	50	40	10
Monthly	176	35	60	5
Other	107	33	59	8
No years	160	27	67	6
1 semester	34	53	38	9
1 year	132	45	47	8
2 years	135	56	36	8
2+ years	99	71	26	3
None	203	30	62	8
1-6	142	43	48	9
7-12	70	49	41	10
13-18	39	56	41	3
19-more	137	67	29	4
All-American	49	84	16	-
Ohio	173	37	54	9
Calif.	129	52	42	6
Maine	17	6	88	6
Mo.	59	22	59	19
Texas	105	43	48	9
Va.	69	52	42	6

TABLE 114.--Staffs Using Collection Forms

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	39	53	8
Independent	30	24	60	16
Parochial	21	19	81	-
Coed.	579	38	54	8
4-year	293	36	57	7
3-year sr.	140	59	34	7
3-year jr.	65	14	75	11
5 or 6-year	85	28	60	12
Other	25	24	64	12
Students				
000-299	81	15	76	9
300-499	77	8	82	10
500-749	76	24	62	12
750-999	62	34	58	8
1000-1499	125	46	48	6
1500-2499	145	63	29	9
2500-3999	22	55	45	-
Duplicated	163	7	80	13
Offset	258	44	51	5
Letterpress	157	60	37	3
Weekly	51	37	57	6
Bi-Weekly	203	52	41	7
Tri-Weekly	50	36	54	10
Monthly	176	29	65	6
Other	107	27	65	8
No years	160	23	70	7
1 semester	34	50	41	9
1 year	132	30	61	9
2 years	135	49	44	7
2+ years	99	64	33	3
None	203	28	64	8
1-6	142	35	57	8
7-12	70	43	46	11
13-18	39	49	49	2
19-more	137	52	42	6
All-American	49	71	29	-
Ohio	173	30	62	8
Calif.	129	50	44	6
Maine	17	6	88	5
Mo.	59	15	64	21
Texas	105	34	56	9
Va.	69	38	54	8

TABLE 115.--Staffs Using Other Business Forms

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	35	57	8
Independent	30	30	57	13
Parochial	21	33	67	-
Coed.	579	35	57	8
4-year	293	35	58	7
3-year sr.	140	53	41	6
3-year jr.	65	8	80	12
5 or 6-year	85	30	59	11
Other	25	24	64	12
Students				
000-299	81	12	79	9
300-499	77	20	71	9
500-749	76	25	60	15
750-999	62	24	65	11
1000-1499	125	46	48	6
1500-2499	145	50	43	7
2500-3999	22	55	45	-
Duplicated	162	8	79	13
Offset	258	41	54	5
Letterpress	157	52	43	5
Weekly	51	41	53	6
Bi-Weekly	203	43	49	8
Tri-Weekly	50	40	50	10
Monthly	176	25	69	6
Other	107	29	62	9
No years	160	23	70	7
1 semester	34	26	62	12
1 year	132	36	57	7
2 years	135	42	50	8
2+ years	99	55	42	3
None	203	28	65	7
1-6	142	30	61	9
7-12	70	40	51	9
13-18	39	38	59	3
19-more	137	50	44	6
All-American	49	67	31	2
Ohio	173	29	62	9
Calif.	129	42	52	6
Maine	17	-	94	6
Mo.	59	13	68	19
Texas	105	32	58	10
Va.	69	42	51	7

TABLE 116.--Consumer Surveys

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	16	76	8
Independent	30	10	77	13
Parochial	21	14	86	-
Coed.	579	16	76	8
4-year	293	15	78	7
3-year sr.	140	22	70	8
3-year jr.	65	11	77	12
5 or 6-year	85	8	80	12
Other	25	8	80	12
Students				
000-299	81	7	84	9
300-499	77	4	85	11
500-749	76	12	76	12
750-999	62	11	79	10
1000-1499	125	15	79	6
1500-2499	145	25	66	9
2500-3999	22	18	77	5
Duplicated	163	7	79	14
Offset	258	14	80	6
Letterpress	157	25	71	4
Weekly	51	20	74	6
Bi-Weekly	203	18	73	7
Tri-Weekly	50	18	74	8
Monthly	176	11	84	5
Other	107	12	79	9
No years	160	7	87	6
1 semester	34	20	68	12
1 year	132	16	76	8
2 years	135	22	70	8
2+ years	99	22	73	5
None	203	11	82	7
1-6	142	8	84	8
7-12	70	16	74	10
13-18	39	26	72	2
19-more	137	27	64	9
All-American	49	59	59	2
Ohio	173	8	84	8
Calif.	129	16	78	6
Maine	17	6	88	6
Mo.	59	12	68	20
Texas	105	20	70	10
Va.	69	12	80	8

TABLE 117.--Competition with Yearbook Staff for Advertising

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	40	54	6
Independent	30	27	60	13
Parochial	21	24	76	-
Coed.	579	39	54	7
4-year	293	40	55	5
3-year sr.	140	48	46	6
3-year jr.	65	17	74	9
5 or 6-year	85	38	53	9
Other	25	28	60	12
Students				
000-299	81	17	72	11
300-499	77	18	72	10
500-749	76	33	55	12
750-999	62	39	58	3
1000-1499	125	56	39	5
1500-2499	145	53	42	5
2500-3999	22	14	86	-
Duplicated	163	10	76	14
Offset	258	48	47	5
Letterpress	157	10	85	5
Weekly	51	35	59	6
Bi-Weekly	203	48	44	8
Tri-Weekly	50	40	52	8
Monthly	176	34	61	5
Other	107	32	62	6
No years	160	30	62	8
1 semester	34	50	41	9
1 year	132	38	57	5
2 years	135	45	48	7
2+ years	99	53	44	3
None	203	32	61	7
1-6	142	35	58	7
7-12	70	42	47	11
13-18	39	49	49	2
19-more	137	49	47	4
All-American	49	43	57	-
Ohio	173	37	57	6
Calif.	129	45	50	5
Maine	17	12	82	6
Mo.	59	12	68	20
Texas	105	36	56	8
Va.	69	58	36	6

15. Competition with Magazine Staff for Advertising

About one newspaper staff in sixteen faces competition from the school magazine staff for advertising, according to this study. It should be noted that many high schools have no magazines. (See Table 118.)

16. Competition with Athletic Program Sponsors

Three out of ten senior high school newspaper staffs compete with athletic program sponsors in their schools for local advertising, according to this study. This statement applies to public and coeducational high schools. This problem grows in size as enrollment increases, as the availability of journalism instruction increases, and as teacher preparation improves. In fact 45 per cent of the All-American newspapers face this problem. (See Table 119.)

17. Competition with Other Program Sponsors

One-fifth or more of the public, parochial, and coeducational staffs compete with other club sponsors--for example, concerts and plays, for the local advertising dollar, according to data presented herein. (See Table 120.)

18. Competition with Service Clubs for Advertising

One public and coeducational high school in twelve faces competition from service clubs for the local advertising dollar, according to this study. Moreover, one out of five of the All-American staffs has to compete with service clubs for local advertising. (See Table 121.)

19. Competition with Other Student Groups

Nearly one-sixth of the public, independent, and coeducational schools also have to compete with still other student groups in the same school for local advertising, according to this study. (See Table 122.)

TABLE 118.--Competition with Magazine Staff for Advertising

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	6	86	8
Independent	30	3	87	10
Parochial	21	5	95	-
Coed.	579	6	86	8
4-year	293	6	87	7
3-year sr.	140	5	89	6
3-year jr.	65	6	82	12
5 or 6-year	85	7	81	12
Other	25	4	84	12
Students				
000-299	81	1	89	10
300-499	77	3	87	10
500-749	76	1	85	14
750-999	62	2	92	6
1000-1499	125	11	82	7
1255-2499	145	10	83	7
2500-3999	22	5	95	-
Duplicated	163	2	85	13
Offset	258	6	88	6
Letterpress	157	10	85	5
Weekly	51	6	86	8
Bi-Weekly	203	6	85	9
Tri-Weekly	50	6	86	8
Monthly	176	5	90	5
Other	107	8	83	9
No years	160	5	88	7
1 semester	34	6	82	12
1 year	132	2	90	8
2 years	135	7	84	9
2+ years	99	10	87	3
None	203	6	87	7
1-6	142	4	87	9
7-12	70	7	82	11
13-18	39	3	9	2
19-more	137	9	84	7
All-American	49	6	92	2
Ohio	173	2	91	7
Calif.	129	8	86	6
Maine	17	-	94	6
Mo.	59	-	81	19
Texas	105	6	84	10
Va.	69	15	77	8

TABLE 119.--Competition with Athletic Program Sponsors

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	32	60	8
Independent	30	4	83	13
Parochial	21	19	81	-
Coed.	579	31	61	8
4-year	293	32	62	6
3-year sr.	140	45	48	7
3-year jr.	65	3	86	11
5 or 6-year	85	22	64	14
Other	25	16	72	12
Students				
000-299	81	7	83	10
300-499	77	14	75	11
500-749	76	21	66	13
750-999	62	23	69	8
1000-1499	125	47	47	6
1500-2499	145	43	51	6
2500-3999	22	32	64	4
Duplicated	163	6	80	14
Offset	258	37	58	5
Letterpress	157	46	51	3
Weekly	51	33	61	6
Bi-Weekly	203	42	49	9
Tri-Weekly	50	40	52	6
Monthly	176	21	74	5
Other	107	19	73	8
No years	160	18	74	8
1 semester	34	29	62	9
1 year	132	32	61	7
2 years	135	43	50	7
2+ years	99	43	53	4
None	203	19	72	9
1-6	142	27	65	8
7-12	70	36	54	10
13-18	39	46	51	3
19-more	137	45	50	5
All-American	49	45	55	-
Ohio	173	28	64	8
Calif.	129	33	61	6
Maine	17	-	94	6
Mo.	59	7	73	20
Texas	105	37	55	8
Va.	69	38	52	10

TABLE 120.--Competition with Other Program Sponsors

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	21	70	9
Independent	30	10	80	10
Parochial	21	24	76	-
Coed.	579	20	71	9
4-year	293	23	70	7
3-year sr.	140	24	70	6
3-year jr.	65	3	85	12
5 or 6-year	85	18	68	14
Other	25	12	72	16
Students				
000-299	81	11	79	10
300-499	77	12	78	10
500-749	76	16	70	14
750-999	62	11	81	8
1000-1499	125	25	66	9
1500-2499	145	29	63	8
2500-3999	22	18	82	-
Duplicated	163	7	79	14
Offset	258	25	69	6
Letterpress	157	25	68	7
Weekly	51	23	71	6
Bi-Weekly	203	26	64	10
Tri-Weekly	50	18	74	8
Monthly	176	16	78	6
Other	107	14	76	10
No years	160	14	78	8
1 semester	34	15	73	12
1 year	132	12	79	9
2 years	135	32	59	9
2+ years	99	31	65	4
None	203	14	78	8
1-6	142	15	74	11
7-12	70	19	70	11
13-18	39	26	69	5
19-more	137	33	61	6
All-American	49	37	63	-
Ohio	173	15	76	9
Calif.	129	19	74	7
Maine	17	-	94	6
Mo.	59	3	78	19
Texas	105	27	62	11
Va.	69	29	59	12

TABLE 121.--Competition with Service Clubs for Advertising

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	13	78	9
Independent	30	3	87	10
Parochial	21	5	95	-
Coed.	579	12	79	9
4-year	293	12	81	7
3-year sr.	140	18	76	6
3-year jr.	65	6	82	12
5 or 6-year	85	8	80	12
Other	25	4	80	16
Students				
000-299	81	2	88	10
300-499	77	4	86	10
500-749	76	12	75	13
750-999	62	3	90	7
1000-1499	125	21	71	8
1500-2499	145	18	74	8
2500-3999	22	5	95	-
Duplicated	163	3	83	14
Offset	258	14	80	6
Letterpress	157	19	76	5
Weekly	51	14	80	6
Bi-Weekly	203	14	76	10
Tri-Weekly	50	18	76	6
Monthly	176	10	84	6
Other	107	9	81	10
No years	160	10	82	17
1 semester	34	15	73	12
1 year	132	8	83	9
2 years	135	15	78	7
2+ years	99	18	77	5
None	203	8	84	8
1-6	142	7	84	9
7-12	70	13	74	13
13-18	39	13	82	5
19-more	137	23	72	5
All-American	49	20	80	-
Ohio	173	7	85	8
Calif.	129	12	80	8
Maine	17	-	94	6
Mo.	59	2	80	18
Texas	105	21	69	10
Va.	69	16	72	12

TABLE 122.--Competition with Other Student Groups

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	16	75	9
Independent	30	17	70	13
Parochial	21	5	95	-
Coed.	579	16	75	9
4-year	293	15	76	7
3-year sr.	140	23	70	7
3-year jr.	65	9	79	12
5 or 6-year	85	11	74	15
Other	25	12	72	12
Students				
000-299	81	6	84	10
300-499	77	12	77	11
500-749	76	12	75	13
750-999	62	10	84	6
1000-1499	125	18	73	9
1500-2499	145	26	66	8
2500-3999	22	5	95	-
Duplicated	168	5	81	14
Offset	258	17	76	7
Letterpress	157	24	71	5
Weekly	51	14	80	6
Bi-Weekly	203	19	71	10
Tri-Weekly	50	20	70	10
Monthly	176	11	83	6
Other	107	15	76	9
No years	160	13	79	8
1 semester	34	18	70	12
1 year	132	10	79	11
2 years	135	25	68	7
2+ years	99	17	78	5
None	203	9	81	2
1-6	142	11	80	1
7-12	70	19	69	1
13-18	39	33	62	-
19-more	137	23	72	1
All-American	49	29	71	-
Ohio	173	12	80	8
Calif.	129	13	79	8
Maine	17	6	88	6
Mo.	59	3	76	21
Texas	105	20	70	10
Va.	69	20	64	16

20. Competition with Junior High School Staffs

Approximately one-eighth of the schools compete with local junior high school publication staffs for advertising, according to data presented herein. (See Table 123.)

21. Competition with Senior High School Staffs

More than one-third of the high school newspaper staffs compete with senior high school publication staffs in the same city for local advertising, according to this study. (See Table 124.)

22. Competition with College or University Staffs

One-fifth of the public and coeducational high school staffs compete with a college or university publication staff for the local advertising, according to this study. (See Table 125.)

Conclusions

On the basis of data presented herein, these conclusions appear to be warranted:

1) Less than two-thirds of the high school newspapers do not solicit advertising.

2) The rate per column inch for much printed advertising is still under $1 in more than one-fourth of the high schools.

3) Very few newspapers publish national display or classified advertising.

4) Newspapers seldom devote more than one-fifth of their space to advertising.

5) The great majority of advertisements are one column wide and seldom require more than five column inches.

6) Advertising copy and layout usually are prepared by students and merchants on a cooperating basis.

7) The use of rate cards, contract forms, collections forms, and consumer surveys is limited.

TABLE 123.--Competition with Junior High Schools

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	13	79	8
Independent	30	17	70	13
Parochial	21	10	90	-
Coed.	579	13	78	9
4-year	293	11	82	7
3-year sr.	140	22	72	6
3-year jr.	65	11	77	12
5 or 6-year	85	6	80	14
Other	25	16	72	12
Students				
000-299	81	4	84	12
300-499	77	1	88	11
500-749	76	9	79	12
750-999	62	11	78	11
1000-1499	125	21	73	6
1500-2499	145	43	51	6
2500-3999	22	23	77	-
Duplicated	163	4	81	15
Offset	258	14	80	6
Letterpress	157	22	73	5
Weekly	51	10	82	8
Bi-Weekly	203	17	74	9
Tri-Weekly	50	14	72	14
Monthly	176	11	83	6
Other	107	10	81	9
No years	160	9	83	8
1 semester	34	18	67	15
1 year	132	14	79	7
2 years	135	15	76	9
2+ years	99	16	79	5
None	203	9	83	8
1-6	142	11	80	9
7-12	70	16	73	11
13-18	39	5	90	5
19-more	137	23	71	6
All-American	49	22	76	2
Ohio	173	12	81	7
Calif.	129	8	83	9
Maine	17	94	-	6
Mo.	59	3	76	21
Texas	105	18	71	11
Va.	69	17	74	9

TABLE 124.--Competition with Senior High Schools

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	36	57	7
Independent	30	23	67	10
Parochial	21	38	62	-
Coed.	579	35	57	8
4-year	293	38	55	7
3-year sr.	140	46	48	6
3-year jr.	65	14	74	12
5 or 6-year	85	28	61	11
Other	25	12	76	12
Students				
000-299	81	12	77	11
300-499	77	13	77	10
500-749	76	26	62	12
750-999	62	29	64	7
1000-1499	125	43	50	7
1500-2499	145	29	63	8
2500-3999	22	36	64	-
Duplicated	163	9	77	14
Offset	258	41	54	5
Letterpress	157	56	43	3
Weekly	51	43	49	8
Bi-Weekly	203	45	47	8
Tri-Weekly	50	38	52	10
Monthly	176	27	67	6
Other	107	26	67	7
No years	160	27	65	8
1 semester	34	29	62	9
1 year	132	35	60	5
2 years	135	47	44	9
2+ years	99	47	50	3
None	203	24	68	8
1-6	142	31	62	7
7-12	70	40	49	11
13-18	39	44	54	2
19-more	137	52	43	5
All-American	49	69	31	-
Ohio	173	28	65	7
Calif.	129	42	52	6
Maine	17	94	-	6
Mo.	59	10	71	19
Texas	105	31	56	13
Va.	69	48	45	7

TABLE 125.--Competition with Colleges and Universities

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	21	71	8
Independent	30	17	70	13
Parochial	21	19	81	-
Coed.	579	21	76	8
4-year	293	24	70	6
3-year sr.	140	29	63	8
3-year jr.	65	3	85	12
5 or 6-year	85	8	79	13
Other	25	12	76	12
Students				
000-299	81	6	84	10
300-499	77	4	86	10
500-749	76	8	80	12
750-999	62	10	80	10
1000-1499	125	31	62	7
1500-2499	145	18	74	8
2500-3999	22	32	68	-
Duplicated	163	2	85	13
Offset	258	25	69	6
Letterpress	157	32	63	5
Weekly	51	29	63	8
Bi-Weekly	203	30	62	8
Tri-Weekly	50	20	70	10
Monthly	176	12	81	7
Other	107	13	79	8
No years	160	10	83	7
1 semester	34	15	73	12
1 year	132	18	74	8
2 years	135	34	58	8
2+ years	99	31	65	4
None	203	10	82	8
1-6	142	16	76	8
7-12	70	24	64	12
13-18	39	26	69	5
19-more	137	37	57	6
All-American	49	37	63	-
Ohio	173	14	78	8
Calif.	129	25	67	8
Maine	17	94	-	6
Mo.	59	8	71	21
Texas	105	27	63	10
Va.	69	20	71	9

8) Advertising solicitors must compete not only with the other student publications, but also with various service and athletic groups for local advertising.

9) Generally the advertising activities are more effective where there are journalism courses taught by an adviser with significant college work in journalism. All-American newspapers usually have both and, therefore, make a notable record.

CHAPTER VI

SUBSIDIES AND OTHER REVENUE SOURCES

High school newspaper staffs frequently seek funds from sources other than advertising and circulation. Typical sources of revenue are examined in this chapter. There is a difference of opinion as to whether high school newspapers should need to accept subsidies.

1. Subsidy from School System

Nearly half of the public schools and more than half of the independent schools receive income directly from school system funds, according to the data presented herein. Only 37 per cent of the All-American newspapers rely on this form of subsidy yet only 36 per cent of those without journalism courses benefit by a subsidy. In Maine 70 per cent of the newspapers enjoy this support, but in Ohio only 29 per cent receive it. (See Table 126.)

2. Subsidies from Student Body Funds

Since students buy activity cards, a portion of their fees may be allocated to the newspaper as a substitute for a subscription. About three out of ten high school newspapers receive revenue in this manner. This form of aid appears to be more common as the school enrollment increases. It is uncommon in Texas and Maine but widespread in California. (See Table 127.)

3. Student Activity Cards

Student activity cards are a source of high school newspaper revenue in about one-sixth of the public and the coeducational high schools, according to data presented herein. One-fourth of the 3-year senior high schools depend on activity cards, but only one junior high school in twelve uses this source. Emphasis on this source increases with (a) increases in enrollment, (b) frequency of publication--to some extent, (c) availability of journalism courses, (d) number of hours in

TABLE 126.--Extent To Which High School Newspapers Receive a Subsidy

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	43	51	6
Independent	30	53	49	7
Parochial	21	14	86	-
Coed.	579	53	50	7
4-year	293	42	52	6
3-year sr.	140	38	58	4
3-year jr.	65	34	54	12
5 or 6-year	85	55	37	8
Other	25	48	48	4
Students				
000-299	81	50	37	13
300-499	77	53	39	8
500-749	76	47	49	4
750-999	62	31	65	4
1000-1499	125	40	54	6
1500-2499	145	40	54	6
2500-3999	22	50	50	-
Duplicated	163	49	40	11
Offset	258	43	53	4
Letterpress	157	36	60	4
Weekly	51	49	47	4
Bi-Weekly	203	42	51	7
Tri-Weekly	50	48	44	8
Monthly	176	49	48	3
Other	107	25	64	11
No years	160	34	57	9
1 semester	34	38	59	3
1 year	132	45	49	6
2 years	135	51	44	5
2+ years	99	45	50	5
None	203	36	56	8
1-6	142	47	48	5
7-12	70	46	50	4
13-18	39	38	62	-
19-more	137	48	45	7
All-American	49	37	61	2
Ohio	173	29	62	9
Calif.	129	53	43	4
Maine	17	35	59	6
Mo.	59	70	25	5
Texas	105	46	44	10
Va.	69	38	55	7

TABLE 127.--Extent To Which High School Newspapers Receive Subsidies From Student Body Funds

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	30	61	9
Independent	30	17	77	6
Parochial	21	33	67	-
Coed.	579	29	62	9
4-year	293	33	59	8
3-year sr.	140	33	63	4
3-year jr.	65	35	49	16
5 or 6-year	85	12	77	11
Other	25	8	84	8
Students				
000-299	81	12	75	13
300-499	77	13	77	10
500-749	76	20	71	9
750-999	62	24	66	10
1000-1499	125	34	58	8
1500-2499	145	46	48	6
2500-3999	22	55	45	-
Duplicated	163	21	65	14
Offset	258	31	64	5
Letterpress	157	34	61	5
Weekly	51	29	61	10
Bi-Weekly	203	32	61	7
Tri-Weekly	50	30	60	10
Monthly	176	28	66	6
Other	107	23	66	11
No years	160	17	74	9
1 semester	34	26	59	15
1 year	132	21	71	8
2 years	135	33	62	5
2+ years	99	63	34	3
None	203	21	69	10
1-6	142	31	61	8
7-12	70	37	56	7
13-18	39	33	64	3
19-more	137	37	58	5
All-American	49	24	74	2
Ohio	173	18	71	11
Calif.	129	73	22	5
Maine	17	6	88	6
Mo.	59	22	68	10
Texas	105	7	82	11
Va.	69	19	71	10

journalism courses taken by the adviser. Almost two out of five All-American newspapers are supported in part by activity cards. Their use is more common in California than in the other five states studied. (See Table 128.)

4. Subsidies from Yearbook Funds

The use of subsidies from yearbook funds to finance high school newspapers is uncommon except in parochial schools, according to the data presented herein. (See Table 129.)

5. Athletic Events Programs

To what extent do high school newspapers receive revenue from the sale of advertising in programs of athletic events? If athletic programs are published, the publication is produced by the newspaper staff or some other agency. If the latter, the staff faces competition for the advertiser's dollar. On the basis of data presented herein, it appears that only about three times in a hundred does the public or the coeducational school newspaper receive this revenue. (See Table 130.)

6. Advertising Plays, Concerts, or Other Programs

To what extent do high school newspapers receive income from advertising through programs of plays, concerts, or other programs. On the basis of data presented herein, it is clear that very few high school newspapers receive such revenue. Maybe one newspaper in twenty benefits. Again, of course, the newspaper staff competes with school organizations sponsoring the program sale. These organizations charge admission. (See Table 131.)

7. Calendars

Very few high school newspapers receive income from the sale of school calendars with local advertising, according to data presented herein. (See Table 132.)

TABLE 128.--Student Activity Cards as a Source of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	16	77	7
Independent	30	3	90	7
Parochial	21	5	95	-
Coed.	579	16	77	7
4-year	293	16	77	7
3-year sr.	140	25	72	3
3-year jr.	65	8	80	12
5 or 6-year	85	4	88	8
Other	25	8	84	8
Students				
000-299	81	4	86	10
300-499	77	7	83	10
500-749	76	8	85	7
750-999	62	11	81	8
1000-1499	125	17	80	3
1500-2499	145	25	68	7
2500-3999	22	41	59	-
Duplicated	163	6	81	13
Offset	258	18	80	2
Letterpress	157	20	75	5
Weekly	51	22	72	6
Bi-Weekly	203	26	68	6
Tri-Weekly	50	12	78	10
Monthly	176	6	89	5
Other	107	7	87	6
No years	160	6	87	7
1 semester	34	12	76	12
1 year	132	10	84	6
2 years	135	17	77	6
2+ years	99	39	60	1
None	203	9	84	7
1-6	142	13	79	8
7-12	70	19	77	4
13-18	39	28	69	3
19-more	137	23	72	5
All-American	49	39	57	4
Ohio	173	6	86	8
Calif.	129	39	57	4
Maine	17	6	88	6
Mo.	59	9	81	10
Texas	105	1	89	9
Va.	69	4	90	6

TABLE 129.--Extent To Which High School Newspapers Receive Subsidy from Yearbook Funds

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	8	84	8
Independent	30	3	90	7
Parochial	21	24	76	-
Coed.	579	8	84	8
4-year	293	10	83	7
3-year sr.	140	8	87	5
3-year jr.	65	6	82	12
5 or 6-year	85	7	80	13
Other	25	-	92	8
Students				
000-299	81	7	82	11
300-499	77	13	75	12
500-749	76	9	84	7
750-999	62	3	85	12
1000-1499	125	5	89	6
1500-2499	145	10	84	6
2500-3999	22	18	77	5
Duplicated	163	6	80	14
Offset	258	9	87	4
Letterpress	157	9	85	6
Weekly	51	4	88	8
Bi-Weekly	203	8	83	9
Tri-Weekly	50	6	82	12
Monthly	176	9	87	4
Other	107	10	81	9
No years	160	7	84	9
1 semester	34	6	79	15
1 year	132	8	84	8
2 years	135	10	84	6
2+ years	99	8	89	3
None	203	6	85	9
1-6	142	10	81	9
7-12	70	7	86	7
13-18	39	5	92	3
19-more	137	11	83	6
All-American	49	8	90	2
Ohio	173	8	82	10
Calif.	129	4	90	6
Maine	17	6	88	6
Mo.	59	17	73	10
Texas	105	10	80	10
Va.	69	7	83	10

TABLE 130.--Extent To Which Advertising Income Is Received Through Sale of Programs of Athletic Events

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	3	88	9
Independent	30	-	93	7
Parochial	21	5	95	-
Coed.	579	3	88	9
4-year	293	5	88	7
3-year sr.	140	2	93	5
3-year jr.	65	2	83	15
5 or 6-year	85	2	87	11
Other	25	4	92	4
Students				
000-299	81	1	87	12
300-499	77	3	87	10
500-749	76	8	83	9
750-999	62	2	89	9
1000-1499	125	1	94	5
1500-2499	145	4	88	8
2500-3999	22	9	91	-
Duplicated	163	2	83	15
Offset	258	3	92	5
Letterpress	157	4	92	4
Weekly	51	6	86	8
Bi-Weekly	203	3	90	7
Tri-Weekly	50	6	86	8
Monthly	176	1	92	7
Other	107	4	89	7
No years	160	2	91	7
1 semester	34	3	79	18
1 year	132	3	89	8
2 years	135	2	91	7
2+ years	99	9	89	2
None	203	1	90	9
1-6	142	3	89	8
7-12	70	9	82	9
13-18	39	5	92	3
19-more	137	4	91	5
All-American	49	6	92	2
Ohio	173	2	89	9
Calif.	129	7	87	6
Maine	17	-	94	6
Mo.	59	-	81	19
Texas	105	4	87	9
Va.	69	2	91	7

TABLE 131.--Extent To Which High School Newspapers Receive Income Through Advertising in Programs of Concerts, Plays, and Other Programs

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	4	88	8
Independent	30	3	90	7
Parochial	21	5	95	-
Coed.	579	5	87	8
4-year	293	6	87	7
3-year sr.	140	5	90	5
3-year jr.	65	-	83	17
5 or 6-year	85	2	87	11
Other	25	4	92	4
Students				
000-299	81	-	88	12
300-499	77	5	85	10
500-749	76	11	80	9
750-999	62	-	90	10
1000-1499	125	5	90	5
1500-2499	145	5	88	7
2500-3999	22	5	95	-
Duplicated	163	4	82	14
Offset	258	5	90	5
Letterpress	157	4	92	4
Weekly	51	6	86	8
Bi-Weekly	203	4	90	6
Tri-Weekly	50	8	84	8
Monthly	176	3	89	8
Other	107	6	86	8
No years	160	3	89	8
1 semester	34	6	79	15
1 year	132	7	86	7
2 years	135	5	88	7
2+ years	99	5	93	2
None	203	4	87	9
1-6	142	5	86	9
7-12	70	7	86	7
13-18	39	5	92	3
19-more	137	5	90	5
All-American	49	8	90	2
Ohio	173	5	85	10
Calif.	129	5	89	6
Maine	17	-	88	12
Mo.	59	2	80	8
Texas	105	5	87	8
Va.	69	3	90	7

TABLE 132.--Extent To Which High School Newspapers Receive Income from Advertising Through Calendars

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	1	90	9
Independent	30	-	93	7
Parochial	21	5	95	-
Coed.	579	2	90	8
4-year	293	1	92	7
3-year sr.	140	1	94	5
3-year jr.	65	-	85	15
5 or 6-year	85	2	87	11
Other	25	4	92	4
Students				
000-299	81	-	89	11
300-499	77	1	88	11
500-749	76	4	87	9
750-999	62	-	90	10
1000-1499	125	-	95	5
1500-2499	145	3	89	8
2500-3999	22	-	100	-
Duplicated	163	1	85	14
Offset	258	1	94	5
Letterpress	157	1	95	4
Weekly	51	-	92	8
Bi-Weekly	203	1	92	7
Tri-Weekly	50	-	92	8
Monthly	176	1	92	7
Other	107	3	90	7
No years	160	1	92	7
1 semester	34	3	82	15
1 year	132	3	89	8
2 years	135	1	92	7
2+ years	99	1	97	2
None	203	2	89	9
1-6	142	1	90	9
7-12	70	2	90	8
13-18	39	-	97	3
19-more	137	2	93	5
All-American	49	2	96	2
Ohio	173	1	90	9
Calif.	129	2	93	5
Maine	17	-	94	6
Mo.	59	2	80	8
Texas	105	2	89	9
Va.	69	3	90	7

8. Magazines or Anthologies

The sale of advertising in magazines or anthologies is a source of revenue perhaps in one of twenty-five instances, according to data presented herein. About one parochial school in seven develops this source of revenue. (See Table 133.)

9. Advertising in Student Directories

Approximately one public high school in fifty and one coeducational school in fifty derives advertising income from student directories, according to data presented herein. Parochial schools exploit this source a little more. (See Table 134.)

10. Photographs

Approximately one public high school and one coeducational high school in six sells photographs to raise revenue, according to data presented herein. About twice as many parochial schools use this source. Almost three out of ten All-American newspapers sell photographs. (See Table 135.)

11. Food

One high school in fourteen in public high schools and also in coeducational high schools derives revenue from a food concession, according to data presented herein. (See Table 136.)

12. Soft Drinks

A very small number of high schools operate soft drink concessions as a source of income, according to data presented herein. (See Table 137.)

13. Pay Assemblies

Pay assemblies are a negligible source of high school newspaper income, according to data presented herein. (See Table 138.)

TABLE 133.--Extent To Which Newspapers Receive Income from the Sale of Advertising in Magazines or Anthologies

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	3	88	9
Independent	30	-	93	7
Parochial	21	14	86	-
Coed.	579	4	88	8
4-year	293	4	89	7
3-year sr.	140	3	93	4
3-year jr.	65	3	82	15
5 or 6-year	85	5	83	12
Other	25	8	88	4
Students				
000-299	81	-	88	12
300-499	77	3	87	10
500-749	76	4	87	9
750-999	62	3	87	10
1000-1499	125	3	92	5
1500-2499	145	7	86	7
2500-3999	22	5	95	-
Duplicated	163	2	83	15
Offset	258	4	91	5
Letterpress	157	4	92	4
Weekly	51	2	92	6
Bi-Weekly	203	4	89	7
Tri-Weekly	50	4	88	8
Monthly	176	2	91	7
Other	107	4	88	8
No years	160	2	90	8
1 semester	34	3	85	12
1 year	132	3	89	8
2 years	135	4	89	7
2+ years	99	6	92	2
None	203	4	87	9
1-6	142	4	87	9
7-12	20	4	87	9
13-18	39	3	97	-
19-more	137	3	92	5
All-American	49	4	94	2
Ohio	173	3	88	9
Calif.	129	8	87	5
Maine	17	-	94	6
Mo.	59	2	81	17
Texas	105	2	88	9
Va.	69	3	88	9

TABLE 134.--Extent To Which Advertising in Student Directories Is a Source of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	2	90	8
Independent	30	-	93	7
Parochial	21	5	95	-
Coed.	579	2	89	9
4-year	293	1	92	7
3-year sr.	140	6	89	5
3-year jr.	65	-	85	15
5 or 6-year	85	2	87	11
Other	25	-	96	4
Students				
000-299	81	-	89	11
300-499	77	1	88	11
500-749	76	7	84	9
750-999	62	2	88	8
1000-1499	125	2	93	5
1500-2499	145	3	90	7
2500-3999	22	100	-	-
Duplicated	163	1	85	14
Offset	258	2	93	5
Letterpress	157	3	93	4
Weekly	51	-	92	8
Bi-Weekly	203	4	89	7
Tri-Weekly	50	-	92	8
Monthly	176	1	92	7
Other	107	2	91	7
No years	160	1	91	8
1 semester	34	-	85	15
1 year	132	3	89	8
2 years	135	3	90	7
2+ years	99	3	95	2
None	203	2	89	9
1-6	142	1	91	8
7-12	70	3	89	8
13-18	39	3	95	2
19-more	137	4	91	5
All-American	49	6	92	2
Ohio	173	2	89	9
Calif.	129	2	93	5
Maine	17	-	94	6
Mo.	59	-	81	19
Texas	105	4	87	9
Va.	69	2	91	7

TABLE 135.--Photographs as a Source of Revenue for High School Newspapers

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	13	80	7
Independent	30	17	76	7
Parochial	21	29	71	-
Coed.	579	13	80	7
4-year	293	16	77	7
3-year sr.	140	14	83	3
3-year jr.	65	9	80	11
5 or 6-year	85	12	80	8
Other	25	-	92	8
Students				
000-299	81	12	79	9
300-499	77	8	82	10
500-749	76	16	78	6
750-999	62	13	79	8
1000-1499	125	16	80	4
1500-2499	145	15	79	6
2500-3999	22	5	95	-
Duplicated	163	4	84	12
Offset	258	18	79	3
Letterpress	157	17	78	5
Weekly	51	10	84	6
Bi-Weekly	203	16	78	6
Tri-Weekly	50	18	72	10
Monthly	176	11	85	4
Other	107	14	79	7
No years	160	11	83	6
1 semester	34	18	73	9
1 year	132	18	75	7
2 years	135	16	79	5
2+ years	99	10	88	2
None	203	9	84	7
1-6	142	11	82	7
7-12	70	20	76	4
13-18	39	15	82	3
19-more	137	20	74	6
All-American	49	29	65	6
Ohio	173	10	82	8
Calif.	129	6	90	4
Maine	17	-	94	6
Mo.	59	17	76	7
Texas	105	19	70	11
Va.	69	18	75	7

TABLE 136.--Sale of Food for Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	7	86	7
Independent	30	10	83	7
Parochial	21	10	90	-
Coed.	579	7	86	7
4-year	293	8	85	7
3-year sr.	140	5	90	5
3-year jr.	65	-	88	12
5 or 6-year	85	11	81	8
Other	25	-	92	8
Students				
000-299	81	7	83	10
300-499	77	5	85	10
500-749	76	8	85	7
750-999	62	8	82	10
1000-1499	125	6	89	5
1500-2499	145	6	88	6
2500-3999	22	5	95	-
Duplicated	163	6	81	13
Offset	258	7	89	4
Letterpress	157	7	88	5
Weekly	51	4	88	8
Bi-Weekly	203	9	84	7
Tri-Weekly	50	6	84	10
Monthly	176	3	92	5
Other	107	8	84	8
No years	160	5	88	7
1 semester	34	17	68	15
1 year	132	7	85	8
2 years	135	5	90	5
2+ years	99	10	88	2
None	203	8	85	7
1-6	142	7	85	8
7-12	70	3	90	7
13-18	39	5	92	3
19-more	137	7	87	6
All-American	49	6	90	4
Ohio	173	6	85	9
Calif.	129	12	83	5
Maine	17	-	94	6
Mo.	59	3	87	10
Texas	105	6	84	10
Va.	69	4	89	7

TABLE 137.--Soft Drinks as a Source of Income

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	3	89	8
Independent	30	-	93	7
Parochial	21	5	95	-
Coed.	579	4	88	7
4-year	293	4	88	8
3-year sr.	140	1	94	5
3-year jr.	65	2	86	12
5 or 6-year	85	5	87	8
Other	25	-	92	8
Students				
000-299	81	1	88	11
300-499	77	1	88	11
500-749	76	7	86	7
750-999	62	3	89	8
1000-1499	125	4	90	6
1500-2499	145	2	91	7
2500-3999	22	5	95	-
Duplicated	163	3	84	13
Offset	258	4	92	4
Letterpress	157	2	92	6
Weekly	51	-	92	8
Bi-Weekly	203	5	88	7
Tri-Weekly	50	4	86	10
Monthly	176	2	93	5
Other	107	1	91	8
No years	160	2	91	7
1 semester	34	3	76	21
1 year	132	3	89	8
2 years	135	2	93	5
2+ years	99	6	91	3
None	203	4	89	7
1-6	142	2	90	8
7-12	70	4	87	9
13-18	39	3	92	5
19-more	137	3	91	6
All-American	49	2	94	4
Ohio	173	2	89	9
Calif.	129	8	86	6
Maine	17	-	94	6
Mo.	59	3	87	10
Texas	105	2	88	10
Va.	69	2	91	7

TABLE 138.--Pay Assemblies as a Source of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	4	88	8
Independent	30	-	93	7
Parochial	21	14	86	-
Coed.	579	4	89	7
4-year	293	6	87	7
3-year sr.	140	2	92	6
3-year jr.	66	2	86	12
5 or 6-year	85	4	88	9
Other	25	-	88	12
Students				
000-299	81	5	85	10
300-499	77	4	84	12
500-749	76	5	88	7
750-999	62	8	82	10
1000-1499	125	2	92	6
1500-2499	145	3	90	7
2500-3999	22	-	100	-
Duplicated	163	2	85	13
Offset	258	5	91	4
Letterpress	157	4	90	6
Weekly	51	6	86	8
Bi-Weekly	203	4	89	7
Tri-Weekly	50	-	90	10
Monthly	176	3	93	4
Other	107	5	87	8
No years	160	1	92	7
1 semester	34	3	79	18
1 year	132	7	86	7
2 years	135	4	90	6
2+ years	99	2	96	2
None	203	3	89	8
1-6	142	3	89	8
7-12	70	6	87	7
13-18	39	2	92	6
19-more	137	5	89	6
All-American	49	4	92	4
Ohio	173	3	87	10
Calif.	129	2	93	5
Maine	17	-	94	6
Mo.	59	-	88	12
Texas	105	9	80	11
Va.	69	4	89	7

14. Social Events

Social events--dances, for example--are a source of high school newspaper revenue in 14 per cent of the public and the coeducational high schools, but a little more common in independent and parochial schools, according to data presented herein. One-fifth of the All-American high school newspapers sponsor these events. (See Table 139.)

15. Flowers, Balloons, and Novelties

One high school in twenty sells flowers, balloons, or novelties as a source of revenue, according to data presented herein. (See Table 140.)

16. Other Sources of Revenue

Between one-fifth and one-sixth of the newspapers receive revenues from other sources, according to data presented herein. (See Table 141.)

Conclusions

On the basis of the data presented herein, these conclusions may be warranted:

1) Nearly one-half of the public school newspaper staffs receive funds from school system funds.

2) About three out of ten newspapers receive funds from activity cards or similar fees, but subsidies from yearbook funds are rare.

3) Very few newspapers derive revenue from athletic programs, advertising other school events, calendars, anthologies or magazines, student directories, photographs, food, soft drinks, pay assemblies, but about one-seventh conduct social events, chiefly dances.

4) In many high schools the newspaper must compete with other organizations for revenue; hence, it may be authorized to engage in a very limited variety of activities to finance the newspaper.

TABLE 139.--Social Events as a Source of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	14	78	8
Independent	30	17	76	7
Parochial	21	19	81	-
Coed.	579	14	78	8
4-year	293	18	76	6
3-year sr.	140	16	78	6
3-year jr.	65	6	82	12
5 or 6-year	85	10	82	8
Other	25	-	88	12
Students				
000-299	81	2	88	10
300-499	77	12	76	12
500-749	76	16	75	9
750-999	62	13	79	8
1000-1499	125	20	76	4
1500-2499	145	17	77	6
2500-3999	22	9	91	-
Duplicated	163	8	79	13
Offset	258	5	91	4
Letterpress	157	16	78	6
Weekly	51	8	84	8
Bi-Weekly	203	16	78	6
Tri-Weekly	50	18	72	10
Monthly	176	12	83	5
Other	107	15	77	8
No years	160	9	84	7
1 semester	34	32	53	15
1 year	132	20	72	8
2 years	135	15	81	4
2+ years	99	11	87	2
None	203	12	79	9
1-6	142	9	82	9
7-12	70	19	74	7
13-18	39	18	79	3
19-more	137	19	77	4
All-American	49	20	76	4
Ohio	173	21	71	8
Calif.	129	10	85	5
Maine	17	6	88	6
Mo.	59	14	76	10
Texas	105	9	80	11
Va.	69	13	78	9

TABLE 140.--Flowers, Balloons, or Novelties

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	5	87	8
Independent	30	-	93	7
Parochial	21	5	95	-
Coed.	579	5	87	8
4-year	293	5	88	7
3-year sr.	140	6	88	6
3-year jr.	65	3	85	12
5 or 6-year	85	7	86	7
Other	25	-	88	12
Students				
000-299	81	-	90	10
300-499	77	2	86	12
500-749	76	8	84	8
750-999	62	3	89	8
1000-1499	125	7	88	5
1500-2499	145	7	87	6
2500-3999	22	-	100	-
Duplicated	163	4	83	13
Offset	258	16	80	4
Letterpress	157	6	88	6
Weekly	51	6	86	8
Bi-Weekly	203	8	86	6
Tri-Weekly	50	4	86	10
Monthly	176	3	93	4
Other	107	5	87	8
No years	160	4	89	7
1 semester	34	12	73	15
1 year	132	3	89	8
2 years	135	7	88	5
2+ years	99	4	94	2
None	203	6	86	8
1-6	142	2	90	8
7-12	70	9	84	7
13-18	39	10	87	3
19-more	137	4	90	6
All-American	49	10	86	4
Ohio	173	3	89	8
Calif.	129	5	90	5
Maine	17	-	94	6
Mo.	59	3	87	10
Texas	105	9	79	12
Va.	69	6	87	7

TABLE 141.--Other Sources of Revenue

Kind of School	No. of Cases	Yes	No	No Answer
Public	548	17	74	9
Independent	30	30	64	6
Parochial	21	19	81	-
Coed.	579	18	73	9
4-year	293	21	71	8
3-year sr.	140	15	79	6
3-year jr.	65	14	71	15
5 or 6-year	85	17	73	10
Other	25	20	76	4
Students				
000-299	81	20	70	10
300-499	77	13	75	12
500-749	76	17	74	9
750-999	62	22	66	12
1000-1499	125	22	74	4
1500-2499	145	16	76	8
2500-3999	22	14	82	4
Duplicated	163	17	69	14
Offset	258	20	75	5
Letterpress	157	16	79	5
Weekly	51	21	69	10
Bi-Weekly	203	15	76	9
Tri-Weekly	50	20	70	10
Monthly	176	19	76	5
Other	107	20	72	12
No years	160	21	69	10
1 semester	34	17	68	15
1 year	132	18	73	9
2 years	135	16	77	7
2+ years	99	17	79	4
None	203	18	73	9
1-6	142	19	73	8
7-12	70	20	73	7
13-18	39	26	72	2
19-more	137	15	77	8
All-American	49	25	71	4
Ohio	173	19	72	9
Calif.	129	16	78	6
Maine	17	6	88	6
Mo.	59	15	73	12
Texas	105	17	70	13
Va.	69	23	67	10

CHAPTER VII

CONCLUSIONS

The mature student of high school newspapers will find many facts of interest in the specific discussions and tables in each chapter. These general conclusions may be suggested.

1) Many high schools have not solved the problem of financing their newspapers.

2) Many high school advisers have any specific preparation for their role as business advisers.

3) The newspaper staffs and the adviser generally are much more interested in editorial activities than business activities.

4) Student support through subscriptions, single copy sales, or activity cards often is unsatisfactory.

5) Advertising is not permitted in some schools and not sought in others despite the fact that the purchasing power of the teenage market makes the high school newspaper an excellent medium.

6) Business management in many instances seems to be casual, for many procedures which all should adopt as a matter of course are ignored.

7) Subsidies are a doubtful source of revenue, but few others are of significant help to very many schools.

8) The situation generally is better in 3-year senior high schools than in any other schools.

9) Schools which offer journalism courses are generally more successful in their business operations, especially if they have two or more year courses.

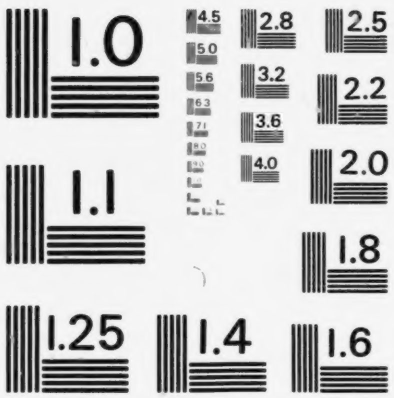
10) Schools with newspaper advisers with the equivalent of a minor in college journalism courses--or more--have the best insurance for financial success.

11) All American newspapers--usually produced by high schools with journalism courses and qualified advisers--make a better record than any other newspapers examined in this study.

4 OF 4

ED

033125


1.0
4.5
5.0
5.6
6.3
7.1
8.0
9.0
2.8
3.2
3.6
4.0
2.5
2.2
2.0
1.1
1.8
1.25
1.4
1.6

MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

APPENDIX 1

RELATED ASPECTS OF STUDENT JOURNALISM

When Quill and Scroll Studies circulated the questionnaire on business policies and procedures, it included a few questions on related aspects of high school journalism. These findings are summarized in this appendix.

1. Advisers' Problems

Staff training is the number one problem of more than two out of five high school newspaper staffs. It is a somewhat greater problem for staffs in schools without journalism courses. It is not so great a problem in schools in which the adviser has adequate background in journalism. Financing the newspaper ranks second. Solving printing problems ranks third. Note that non-public schools refer to "other" problems which face independent and parochial schools. Obviously the training of the adviser as well as of the staff is a problem. (See Table 142.)

2. Journalism Courses Completed by Advisers

Nearly one-third of the public and coeducational advisers participating in this study never took a college journalism course, according to this study. Less than one-fourth have taken 19 or more quarter hours. Whereas 22 per cent of the public high school newspaper staff advisers have taken 19 or more semester hours, the record of the All-American newspapers is 45 per cent. California and Texas lead the other four states in emphasis on specialized teacher preparation. The 3-year junior high schools and the 5- or 6-year high schools take the least interest in such qualifications. Only 21 per cent of the advisers of duplicated newspapers have more than six hours of college journalism. As the number of high school journalism courses increases so does the evidence of preparation. (See Table 143.)

TABLE 142.--Major Problems of Newspaper Advisers

Kind of School	No. of Cases	Financing	Staff Training	Space Facilities	Printing Problems	Other	No Answer
Public	548	17	43	9	16	9	6
Independent	30	17	36	3	13	20	10
Parochial	21	-	48	5	9	28	10
Coed.	579	16	43	9	16	9	7
4-year	293	17	43	7	14	13	6
3-year sr.	140	21	42	13	12	8	4
3-year jr.	65	9	45	9	23	6	8
5 or 6-year	85	15	39	11	13	8	9
Other	25	-	56	4	28	8	4
Students							
000-299	81	5	52	3	20	11	9
300-499	77	9	38	14	18	12	9
500-749	76	13	44	12	21	5	5
750-999	62	19	45	8	15	10	3
1000-1499	125	24	43	4	13	9	7
1500-2499	145	20	42	9	11	13	5
2500-3999	22	9	27	23	18	14	9
Duplicated	163	2	46	10	25	9	8
Offset	258	20	42	9	15	9	5
Letterpress	157	26	44	6	9	12	3
Weekly	51	8	47	10	17	12	6
Bi-Weekly	203	18	44	11	16	9	2
Tri-Weekly	50	20	40	8	14	14	4
Monthly	176	16	41	9	16	10	8
Other	107	16	47	5	16	9	7
No years	160	10	51	7	18	9	5
1 semester	34	35	38	12	-	12	3
1 year	132	21	39	10	17	9	4
2 years	135	21	39	11	14	11	4
2+ years	99	14	46	7	16	12	5
None	203	15	48	6	16	10	5
1-6	142	15	44	8	15	13	5
7-12	70	14	42	14	19	7	4
13-18	39	20	36	13	26	-	5
19-more	137	21	39	10	12	13	5
All-American	49	23	33	14	10	16	4
Ohio	173	19	45	8	13	8	7
Calif.	129	10	47	6	16	13	8
Maine	17	-	41	12	18	23	6
Mo.	59	8	41	19	14	15	3
Texas	105	18	37	9	22	7	7
Va.	69	23	42	3	17	6	9

TABLE 143.--Semester Hours of College Journalism Completed by Advisers

Kind of School	No. of Cases	None	1-6	7-12	13-18	19 or More	No Answer
Public	548	32	22	11	7	22	6
Independent	30	50	17	4	3	23	3
Parochial	21	24	29	19	-	14	14
Coed.	579	33	22	11	6	22	6
4-year	293	30	21	13	8	23	5
3-year sr.	140	19	22	10	9	36	4
3-year jr.	65	43	28	12	1	9	7
5 or 6-year	85	53	22	9	-	6	10
Other	25	44	28	4	8	12	4
Students							
000-299	81	47	18	11	7	9	8
300-499	77	48	26	6	3	8	9
500-749	76	42	21	12	3	16	6
750-999	62	40	36	8	6	8	2
1000-1499	125	26	19	15	8	25	7
1500-2499	145	17	23	13	7	36	4
2500-3999	22	5	14	9	4	55	13
Duplicated	163	48	25	12	4	5	6
Offset	258	31	21	13	5	25	5
Letterpress	157	22	24	8	10	33	3
Weekly	51	20	20	19	14	19	8
Bi-Weekly	203	24	18	9	10	36	3
Tri-Weekly	50	22	28	18	6	22	4
Monthly	176	39	30	13	3	11	4
Other	107	54	21	6	1	10	8
No years	160	54	22	9	4	6	5
1 semester	34	23	23	21	15	15	3
1 year	132	30	31	11	5	19	4
2 years	135	19	19	15	7	36	4
2+ years	99	13	22	9	8	43	5
None	203	99	-	-	-	-	1
1-6	142	-	96	-	-	-	4
7-12	70	-	-	97	-	-	3
13-18	39	-	-	-	97	-	3
19-more	137	-	-	-	-	96	4
All-American	49	6	21	10	16	45	2
Ohio	173	41	26	12	5	10	6
Calif.	129	19	23	14	7	30	7
Maine	17	59	29	-	-	6	6
Mo.	59	42	20	15	9	7	7
Texas	105	25	15	9	6	40	5
Va.	69	55	19	9	1	6	10

3. State and Regional High School Press Associations

Almost one-fourth of the public and coeducational newspaper staffs made no comment on the value of the services performed by their state and regional high school press associations, according to this study. One explanation is that they may not be members. One-fifth of the public and coeducational school newspapers rate the association services as fair or poor. Since Maine has no state association, the staffs presumably refer to a regional association. In the other states the evaluation may be for one or more associations. (See Table 144.)

4. Staff Training

The common approach to staff training is to correlate activities in the class and in newspaper production, according to this study. Public schools are much less likely to attempt to train staffs without journalism classes than are the non-public, one-third of which apparently have no journalism courses. Three-year and 4-year senior high schools rely on the extracurricular approach less often than other schools. As enrollment increases the emphasis on journalism classes or on class correlated with staff activities increases. Frequency of publication requires correlated instruction. As the number of journalism courses increases, the wholly extracurricular approaches decrease. Similarly as the number of hours of journalism taken by the adviser increases so does the dependence on journalism classes and correlated instruction. In California only 3 per cent of the staffs are trained on an extracurricular basis, but in Maine the percentage is 53. (See Table 145.)

5. Journalism Courses Offered

No journalism courses are offered in 24 per cent of the public, 53 per cent of the independent, 47 per cent of the parochial, and 25 per cent of the coeducational school newspapers, according to this study. As enrollment increases the prospect for journalism courses with credit increases, but from one-third to one-half of the high schools with less than 1000 students offer journalism courses. About one All-American school in eight has no journalism courses. Not one high school in Maine reported journalism courses with credit, but only 4 per cent of the California schools reported this situation. (See Table 146.)

TABLE 144.--State and Regional School Press Associations

Kind of School	No. of Cases	Excellent	Very Good	Good	Fair	Poor	No Answer
Public	548	15	20	22	9	11	23
Independent	30	13	17	27	10	3	30
Parochial	21	10	38	19	-	19	14
Coed.	579	15	20	22	9	11	23
4-year	293	15	18	25	8	13	21
3-year sr.	140	18	23	27	15	8	9
3-year jr.	65	12	11	14	3	11	49
5 or 6-year	85	9	30	19	9	8	25
Other	25	24	16	8	4	8	40
Students							
000-299	81	14	19	18	5	11	33
300-499	77	14	23	21	9	7	26
500-749	76	13	17	16	12	9	33
750-999	62	14	21	24	5	5	31
1000-1499	125	18	24	25	7	8	18
1500-2499	145	15	20	23	12	16	14
2500-3999	22	9	13	37	18	14	9
Duplicated	163	16	17	15	6	6	40
Offset	258	12	21	30	7	13	17
Letterpress	157	19	25	19	15	12	10
Weekly	51	16	25	23	14	10	12
Bi-Weekly	203	18	21	25	9	13	14
Tri-Weekly	50	24	14	18	8	12	24
Monthly	176	12	22	26	6	9	25
Other	107	10	19	16	13	7	35
No years	160	10	22	23	4	8	33
1 semester	34	20	18	18	12	20	12
1 year	132	16	27	17	15	6	19
2 years	135	20	17	33	13	8	9
2+ years	99	15	15	25	7	21	17
None	203	8	24	18	7	10	33
1-6	142	12	16	29	9	9	25
7-12	70	17	24	13	14	16	16
13-18	39	13	23	31	8	15	10
19-more	137	29	16	27	10	10	8
All-American	49	25	16	33	16	8	2
Ohio	173	5	20	22	10	14	29
Calif.	129	8	11	29	7	19	26
Maine	17	6	6	6	6	17	59
Mo.	59	9	25	22	17	3	24
Texas	105	39	25	17	5	1	13
Va.	69	16	33	19	7	4	21

TABLE 145.--Staff Training

Kind of School	No. of Cases	Wholly Extra-Curricular	In Journalism Classes Only	Both	No Answer
Public	548	19	37	38	6
Independent	30	33	7	50	10
Parochial	21	33	24	33	10
Coed.	579	19	35	39	7
4-year	293	17	39	39	5
3-year sr.	140	14	39	44	3
3-year jr.	65	26	34	25	15
5 or 6-year	85	32	21	35	12
Other	25	40	12	40	8
Students					
000-299	81	40	22	26	12
300-499	77	27	33	32	8
500-749	76	30	32	29	9
750-999	62	34	23	35	8
1000-1499	125	13	44	38	5
1500-2499	145	6	42	50	2
2500-3999	22	9	41	45	5
Duplicated	163	32	25	30	13
Offset	258	19	40	39	1
Letterpress	157	14	38	45	2
Weekly	51	12	39	47	2
Bi-Weekly	203	13	43	40	4
Tri-Weekly	50	6	44	48	2
Monthly	176	33	27	36	4
Other	107	29	28	31	12
No years	160	58	2	31	9
1 semester	34	9	32	53	6
1 year	132	6	51	40	3
2 years	135	1	50	49	-
2+ years	99	1	63	34	2
None	203	32	29	30	9
1-6	142	22	34	42	2
7-12	70	20	33	44	3
13-18	39	18	38	41	3
19-more	137	3	48	47	2
All-American	49	10	35	55	-
Ohio	173	30	25	39	6
Calif.	129	3	62	27	8
Maine	17	53	-	35	12
Mo.	59	15	49	26	10
Texas	105	17	30	46	7
Va.	69	40	16	38	6

TABLE 146.--Number of Journalism Classes Offered

Kind of School	No. of Cases	No Courses	1 Semester	1 Year	2 Years	More Than Two Years	No Answer
Public	548	24	5	22	23	18	8
Independent	30	53	10	23	7	-	7
Parochial	21	47	5	24	19	-	5
Coed.	579	25	6	21	22	17	9
4-year	293	24	6	19	26	20	5
3-year sr.	140	12	8	23	29	26	2
3-year jr.	65	40	2	29	9	2	18
5 or 6-year	85	40	6	25	12	2	15
Other	25	52	-	16	4	4	24
Students							
000-299	81	51	3	17	10	2	17
300-499	77	38	3	27	18	4	10
500-749	76	38	4	22	21	3	12
750-999	62	36	10	24	11	6	13
1000-1499	125	19	9	27	22	20	3
1500-2499	145	8	5	16	36	32	3
2500-3999	22	5	4	14	27	50	-
Duplicated	163	44	3	20	13	3	17
Offset	258	22	5	23	26	21	3
Letterpress	157	20	9	21	25	24	1
Weekly	51	16	6	10	33	31	4
Bi-Weekly	203	13	6	20	30	29	2
Tri-Weekly	50	10	8	34	24	22	2
Monthly	176	37	6	20	21	4	12
Other	107	49	4	28	6	4	9
No years	160	100	-	-	-	-	-
1 semester	34	-	100	-	-	-	-
1 year	132	-	-	100	-	-	-
2 years	135	-	-	-	100	-	-
2+ years	99	-	-	-	-	100	-
None	203	43	4	20	12	7	14
1-6	142	26	6	30	19	15	4
7-12	70	21	10	23	29	13	4
13-18	39	20	13	18	26	20	3
19-more	137	7	4	19	37	32	1
All-American	49	12	4	25	29	30	-
Ohio	173	33	10	29	15	3	10
Calif.	129	4	3	9	26	53	5
Maine	17	88	-	-	-	-	12
Mo.	59	24	3	25	36	3	9
Texas	105	19	3	24	34	6	14
Va.	69	58	4	26	6	2	4

6. Economic Level of Staff Members

More than 70 per cent of the public, parochial, and coeducational newspaper staffs are in the middle economic stratum, according to this study. (See Table 147.)

7. Number of Boys and Girls on the Staff

In 28 per cent of the public and coeducational schools the number of boys and girls on the staff is about the same, but in 60 and 59 per cent respectively of the schools there are more boys than girls. It is interesting to note that in 4 per cent of the public schools no answers were available, although the mathematical challenge is modest. (See Table 148.)

8. Number of Students on the Editorial Staff

Less than one-fifth of the newspaper staffs have more than 20 students engaged in editorial activities, according to this study. In 57 per cent of the non-public schools the staff is from one to ten students. The situation does not improve as much as it could or should as the enrollment increases. In four out of five duplicated newspapers only from one to fifteen students participate. As the frequency of publication increases the staff size increases. Staff size increases if journalism courses are available. As the number of hours of college journalism taken by the adviser increases so do the staffs. Yet note that 37 per cent of the All-American staffs have only from one to 15 members. As a consequence too few students benefit by staff experience. (See Table 149.)

9. Number of Students on Business Staff

In more than three out of four public and coeducational newspapers and nine out of ten parochial newspapers the business staff consists of only one to ten members, according to this study. It is obvious that this aspect of student journalism is being neglected. The situation on All-American staffs is almost as bad. (See Table 150.)

TABLE 147.--Economic Level of Staff Members

Kind of School	No. of Cases	Upper	Middle	Lower	Don't Know
Public	548	11	72	8	9
Independent	30	30	67	-	3
Parochial	21	-	72	14	14
Coed.	579	12	71	7	10
4-year	293	9	77	7	5
3-year sr.	140	13	73	7	2
3-year jr.	65	14	59	9	9
5 or 6-year	85	12	65	12	6
Other	25	28	60	-	12
Students					
000-299	81	5	64	15	12
300-499	77	3	78	12	1
500-749	76	13	71	2	11
750-999	62	11	74	3	5
1000-1499	125	18	65	11	2
1500-2499	145	12	77	5	2
2500-3999	22	14	77	-	4
Duplicated	163	7	64	13	12
Offset	258	13	77	6	2
Letterpress	157	13	77	5	4
Weekly	51	4	86	6	4
Bi-Weekly	203	15	73	6	4
Tri-Weekly	50	16	74	10	-
Monthly	176	11	72	8	5
Other	107	8	70	11	9
No years	160	10	69	10	9
1 semester	34	9	79	9	3
1 year	132	14	74	7	3
2 years	135	14	72	7	3
2+ years	99	9	80	5	2
None	203	9	72	9	8
1-6	142	11	70	11	4
7-12	70	12	80	4	4
13-18	39	23	69	3	3
19-more	137	13	76	6	2
All-American	49	21	69	4	-
Ohio	173	10	72	5	9
Calif.	129	11	75	5	2
Maine	17	-	65	23	12
Mo.	59	5	69	14	7
Texas	105	13	70	10	3
Va.	69	16	73	6	4

TABLE 148.--Number of Boys and Girls on the Staff

Kind of School	No. of Cases	Boys Only	Girls Only	More Boys Than Girls	About the Same Number	No Answer
Public	548	1	2	5	60	32
Independent	30	14	23	7	33	23
Parochial	21	14	33	5	24	24
Coed.	579	1	2	6	59	32
4-year	293	2	7	5	54	32
3-year sr.	140	1	-	6	61	32
3-year jr.	65	1	3	5	62	29
5 or 6-year	85	2	4	8	56	30
Other	25	4	8	8	60	20
Students						
000-299	81	5	10	9	41	35
300-499	77	3	10	6	56	25
500-749	76	6	3	5	64	22
750-999	62	-	10	3	52	35
1000-1499	125	-	3	6	63	28
1500-2499	145	1	-	6	59	34
2500-3999	22	-	-	-	50	50
Duplicated	163	2	7	5	6	25
Offset	258	2	4	6	60	28
Letterpress	157	1	3	6	55	4
Weekly	51	-	-	4	63	33
Bi-Weekly	203	1	2	7	59	31
Tri-Weekly	50	-	4	12	54	30
Monthly	176	5	6	4	60	24
Other	107	1	10	4	58	27
No years	160	6	8	4	58	24
1 semester	34	-	3	-	65	32
1 year	132	1	5	9	57	28
2 years	135	1	2	7	53	37
2+ years	99	-	3	5	60	32
None	203	3	5	6	62	24
1-6	142	3	7	8	52	30
7-12	70	1	3	2	54	40
13-18	39	-	-	-	56	44
19-more	137	1	5	7	60	27
All-American	49	-	10	10	53	27
Ohio	173	4	8	3	57	28
Calif.	129	-	4	5	57	34
Maine	17	-	6	-	71	23
Mo.	59	-	5	5	53	37
Texas	105	4	-	7	59	30
Va.	69	2	1	7	61	29

TABLE 149.--Number of Students on the Editorial Staff

Kind of School	No. of Cases	1-10	11-15	16-20	21-25	26 or More	No Answer
Public	548	41	20	17	9	10	3
Independent	30	57	10	17	3	10	3
Parochial	21	57	5	19	5	9	5
Coed.	579	42	19	16	9	10	4
4-year	293	44	18	19	7	10	2
3-year sr.	140	30	20	20	14	13	3
3-year jr.	65	38	20	11	12	8	11
5 or 6-year	85	56	18	9	6	6	5
Other	25	48	24	12	-	16	-
Students							
000-299	81	72	12	10	1	1	4
300-499	77	44	31	13	5	3	4
500-749	76	47	22	11	7	8	5
750-999	62	35	21	21	5	10	8
1000-1499	125	37	17	18	13	13	2
1500-2499	145	33	18	23	11	13	2
2500-3999	22	18	18	14	23	23	4
Duplicated	163	54	26	11	3	4	2
Offset	258	40	18	19	14	8	1
Letterpress	157	38	14	21	7	19	1
Weekly	51	27	25	20	16	12	-
Bi-Weekly	203	36	20	22	11	11	-
Tri-Weekly	50	34	32	18	4	10	2
Monthly	176	47	19	15	6	10	3
Other	107	63	9	9	9	8	2
No years	160	52	20	11	6	9	2
1 semester	34	32	12	21	9	26	-
1 year	132	39	20	16	13	10	2
2 years	135	45	18	22	6	7	2
2+ years	99	27	24	22	12	13	2
None	203	54	17	12	8	7	2
1-6	142	45	19	15	7	11	3
7-12	70	41	16	19	11	10	3
13-18	39	31	23	20	13	10	3
19-more	137	27	23	24	9	15	2
All-American	49	21	16	14	16	27	6
Ohio	173	42	16	19	10	10	3
Calif.	129	32	23	22	12	7	4
Maine	17	71	23	-	6	-	-
Mo.	59	46	22	15	2	7	8
Texas	105	49	20	16	6	6	3
Va.	69	51	19	10	7	12	1

TABLE 150.--Number of Students on Business Staff

Kind of School	No. of Cases	1-10	11-15	16-20	21-25	26 or More	No Answer
Public	548	76	5	2	1	2	14
Independent	30	70	3	7	3	-	17
Parochial	21	90	-	5	-	-	5
Coed.	579	76	5	3	1	1	14
4-year	293	81	3	3	1	2	10
3-year sr.	140	73	8	2	-	3	14
3-year jr.	65	57	8	1	-	-	34
5 or 6-year	85	84	5	2	1	-	8
Other	25	76	-	-	-	-	24
Students							
000-299	81	75	1	5	-	-	-
300-499	77	78	5	3	1	-	13
500-749	76	72	4	4	4	-	16
750-999	62	74	6	2	-	5	13
1000-1499	125	78	6	2	-	4	10
1500-2499	145	79	6	1	-	1	13
2500-3999	22	64	5	4	-	-	27
Duplicated	163	72	4	2	1	1	20
Offset	258	79	6	2	-	2	11
Letterpress	157	85	4	3	-	1	7
Weekly	51	70	10	4	-	2	14
Bi-Weekly	203	82	4	1	-	3	10
Tri-Weekly	50	72	8	2	4	-	14
Monthly	176	80	3	4	1	2	10
Other	107	77	5	2	1	-	15
No years	160	78	3	4	1	1	13
1 semester	34	76	9	3	3	-	9
1 year	132	74	8	3	-	2	13
2 years	135	85	4	1	1	2	7
2+ years	99	81	2	-	-	2	15
None	203	78	5	2	1	2	12
1-6	142	80	3	1	-	1	15
7-12	70	73	4	7	3	-	13
13-18	39	69	10	5	-	5	11
19-more	137	81	5	1	1	2	10
All-American	49	70	8	2	2	10	8
Ohio	173	76	6	5	1	2	10
Calif.	129	75	2	-	-	1	22
Maine	17	88	-	6	-	-	6
Mo.	59	68	5	2	1	-	24
Texas	105	80	6	1	-	1	12
Va.	69	87	4	3	-	2	4

APPENDIX 2

QUESTIONNAIRE USED IN STUDY

BUSINESS POLICIES AND PROCEDURES OF HIGH SCHOOL NEWSPAPERS

A Quill and Scroll Study

Purpose of This Study.--The purpose of this study is to gather and interpret needed data on the business operations of high school newspapers in six sections of the United States. The findings will be helpful to student publication staffs.

This is NOT An Evaluation.--The data gathered in this study will not be used to rate or rank the staff, newspaper, or school.

How To Answer This Questionnaire.--This is a questionnaire, but please do not put your answers on it. Put them on the Answer Sheet. At the top of the Answer Sheet please write only the name of your school and state.

General Instructions.--Work from left to right in each series in the Answer Sheet. Use a pencil to make a heavy black mark between the two horizontal lines to the right of the small number which matches your answer.

Please return the Answer Sheet on or before March 20, 1968 to:

Dr. Laurence R. Campbell, Director
Quill and Scroll Studies
213 Education Building
Florida State University
Tallahassee, Florida

Thank YOU for Your Cooperation

SECTION 1. GENERAL INFORMATION

Instructions.--In this series choose the answer that fits your school. Put the heavy black mark to the right of the number to report your answer on the Answer Sheet:

1. Our school is:
    1. Coeducational
    2. For boys only
    3. For girls only

2. Our school is:
   1. Public
   2. Nonpublic - independent
   3. Nonpublic - parochial
   4. Nonpublic - military
   5. Nonpublic - other

3. Our school is a:
   1. 4-year high school
   2. 3-year senior high school
   3. 3-year junior high school
   4. 5 or 6-year junior-senior high school
   5. Other

4. Our enrollment is:
   1. 000-299 students
   2. 300-499 students
   3. 500-749 students
   4. 750-999 students
   5. 1000 or more students

5. Our enrollment is:
   1. 1000-1499 students
   2. 1500-2499 students
   3. 2500-3999 students
   4. 4000 or more students
   5. Less than any of these

6. The percentage of bus students is:
   1. None
   2. 0-25%
   3. 26-50%
   4. 51-71%
   5. 76% or more

SECTION 2. NEWSPAPER FINANCING

Instructions.--In this section put the heavy black mark to the right of the number on the Answer Sheet thus:

1 for an answer of YES
2 for an answer of NO
3 for an answer of DON'T KNOW

The newspaper staff observes these policies:

7. Estimates probable income from each source at the beginning of the school year.

8. Estimates probable expense for each type of expenditure.

9. Signs a contract with the printing firm which puts out the school newspaper.

10. Makes a monthly check to determine relationship between estimated and actual income and estimated and actual expenses.

11. Keeps exact and accurate record of all receipts and all expenses down to the last penny.

12. Keeps a systematic file of contracts, letters, receipts, reports, and similar materials that concern business operations.

13. Submits financial report each month to editorial board or comparable official body.

14. Arranges an independent audit of books twice in school year.

15. Checks to see if editorial, advertising copy reached printer after agreed deadlines.

16. Checks to see which staff members were responsible for extra printing costs - such as overset.

Circulation income is received from:

17. Sale of single copies
18. Subscriptions - students
19. Subscriptions - faculty
20. Subscriptions - alumni
21. Subscriptions - other
22. Sale of bound copies of newspaper at end of the year

Advertising income is received from:

23. Local display advertising
24. National display advertising
25. Classified (want ads) advertising

Advertising income for the newspaper is received also from:

26. Athletic events programs
27. Play, concert, other programs
28. Calendars
29. Magazines or anthologies
30. Student directories

A subsidy is received from:

31. School system funds
32. Student body funds
33. Yearbook funds

Other sources of income are:

34. Student activity cards
35. Photographs
36. Food, e.g., hot dogs, popcorn
37. Soft drinks
38. Pay assemblies - e.g., movies
39. Social events, e.g., dances
40. Flowers, balloons, or novelties
41. Other sources

Production costs require funds for:

42. Duplicating
43. Offset printing
44. Letterpress printing
45. Photoengraving
46. Photography - camera, films

Expenditures also are made for:

47. Supplies, e.g., paper
48. Postage, stamps, mailing
49. Editorial promotion
50. Circulation promotion
51. Advertising promotion
52. Staff awards such as pins, certificates, gifts, etc.
53. Staff banquet or like event

Membership fees in association require expenditures:

54. State or regional
55. National
56. Columbia
57. Catholic
58. Southern
59. Other

Expenditures are made for subscriptions to:

60. Quill and Scroll
61. Scholastic Editor
62. School Press Review

Expenditures also are made to help send staff members to:

63. State or regional school press conferences
64. National school press conventions
65. Summer school press institutes

Expenditures also are made for:

66. Critical services
67. Books for staff library
68. Typewriter(s) and repairs
69. Staff projects or surveys
70. Other items or services

SECTION 3. CIRCULATION

Instructions.--Use the same procedure.

Free copies of the newspaper usually are given to:

71. Students
72. Alumni - last year's staff
73. Alumni - servicemen
74. Alumni - others
75. Faculty and other employees
76. Members of the board of education
77. Local newspaper(s)
78. School library
79. Public library
80. Advertisers - copies of issue in which they advertise

The staff exchanges with:

81. Senior high schools in same city or county
82. Junior high schools in same city or county
83. Schools in same athletic league or conference
84. One or more schools in each of the major region of the United States
85. The exchange list is revised at least once each year
86. The newspaper has been entered as second class matter
87. Addresses on exchanges are printed, typewritten, or mimeographed
88. Addresses include the zip code
89. A permanent file of school newspapers is preserved in the school library
90. The staff maintains a complete file of the newspapers of this year and the preceding year
91. The staff performs all tasks connected with circulation

Circulation is promoted by:

92. Talks or skits in homerooms, classes, or assemblies
93. Posters or notices on bulletin boards, chalkboards, or other appropriate places
94. Letters to alumni, patrons, parents, or others
95. Circulation contests between home rooms, classes, or other groups
96. Circulation contest with one or more rival schools
97. Organizing and training the newspaper sales force
98. Money collected from subscriptions or other sales is deposited promptly in the school depository or a local bank

SECTION 4. ADVERTISING

Instructions.--Use the same procedure.

The newspaper staff competes with these groups in the school for local advertising:

99. Yearbook staff
100. Magazine staff
101. Athletic program sponsors
102. Other program sponsors
103. Service clubs
104. Other student groups

The newspaper staff competes with publication staffs from local:

105. Junior high schools
106. Senior high schools
107. Colleges or universities

The business staff uses a printed or duplicated:

108. Rate card
109. Advertising contracts
110. Collection forms
111. Other business forms
112. The business staff has conducted a consumer survey to determine the buying power of the student market

Instructions.--In this series choose the answer that fits your school. Put the heavy black mark to the right of the number to report your answer on the Answer Sheet.

113. The advertising rate per column inch in one issue is:
    1. 0-$.99
    2. $1-1.49
    3. $1.50-$1.99
    4. $2-$2.49
    5. $2.50 or more

114. The percentage of total newspaper income received from advertising is:
    1. Nothing
    2. 10% or less
    3. 11%-20%
    4. 21%-30%
    5. 31% or more

115. The percentage of total newspaper income received from advertising is:
    1. 31%-40%
    2. 41%-50%
    3. 51%-60%
    4. 61%-80%
    5. 81%-100%

116. Advertising copy and layout usually are prepared by:
    1. The merchants
    2. The students
    3. About 50-50

117. The greatest number of advertisements in the recent issue were:
    1. 1-column inch
    2. 2-column inches
    3. 3-column inches
    4. 4-column inches
    5. 5-column inches or more

118. The amount of space given to advertising in the last issue was:
    1. 0-10%
    2. 10%-20%
    3. 20%-30%
    4. 30%-40%
    5. More than 40%

SECTION 5. MISCELLANEOUS

119. The newspaper adviser has this number of semester hours in journalism:
    1. None
    2. 0-6
    3. 7-12
    4. 13-18
    5. 19 or more

120. The greatest problem of the newspaper adviser is:
    1. Financing the newspaper
    2. Developing a good staff
    3. Improving facilities, space
    4. Physical production of newspaper
    5. Other

121. The state or regional high school press association's service is:
    1. Excellent
    2. Very good
    3. Good
    4. Fair
    5. Poor

122. Financially our school newspaper last year:
    1. Made a profit
    2. Broke even
    3. Made a deficit

123. Our school newspaper profit was:
    1. Non-existent
    2. Under $100
    3. $100-$249
    4. $250-$399
    5. $400 or more

124. Our school newspaper deficit was:
    1. Non-existent
    2. Under $100
    3. $100-$249
    4. $250-$399
    5. $400 or more

125. The deficit was made up by:
    1. Student body subsidy
    2. School system subsidy
    3. Yearbook subsidy
    4. Other source

126. Approximately this per cent of the students subscribe to the school newspaper:
1. 90%-100%
2. 75%-89%
3. 60%-74%
4. 45%-59%
5. Under 44%

127. Students in the editorial and business staff are trained:
1. On a co-curricular basis only
2. In journalism classes only
3. In both classroom and non-classroom activities

128. Students on the staff may enroll in journalism courses with credit:
1. For no years
2. For 1 semester
3. For 1 year
4. For 2 years
5. For more than 2 years

129. The greatest number of students in our school in terms of family income is in the:
1. Upper economic level
2. Middle economic level
3. Lower economic level
4. Don't know

130. The greatest number of students on our newspaper staff in terms of family income is in the:
1. Upper economic level
2. Middle economic level
3. Lower economic level
4. Don't know

131. The number of students on the editorial staff is:
1. 1-10
2. 11-15
3. 16-20
4. 21-25
5. 26 or more

132. The number of students on the business staff is:
1. 1-10
2. 11-15
3. 16-20
4. 21-25
5. 26 or more

133. The newspaper staff consists of:
1. Boys only
2. Girls only
3. More boys than girls
4. More girls than boys
5. About the same number

134. The school newspaper is:
1. Duplicated
2. Printed - offset
3. Printed - letterpress
4. Don't know

135. The newspaper is produced:
1. In the duplicating area of school
2. In the school print shop
3. At local printing plant
4. At a non-local printing plant

136. The school newspaper is published:
1. Weekly
2. Every 2 weeks
3. Every 3 weeks
4. Every 4 weeks
5. At another frequency

137. The school newspaper's width is:
1. 2 columns
2. 3 columns
3. 4 columns
4. 5 columns
5. 6 columns

138. Single copies of the newspaper are sold for:
1. Free
2. $.05
3. $.10
4. $.15
5. $.20 or more

139. Semester subscriptions are sold for:
1. Not sold
2. $.49 or less
3. $.50-$.99
4. $1.00-$1.49
5. $1.50 or more